



CITY OF ROCKVILLE Community Interest Survey

Authorized Contact:

Lani Steffens
Director of Public Health Research
EurekaFacts, LLC.
SteffensL@eurekafacts.com
T: 240.403.4800, ext.212

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Prepared For:

Tim Chesnutt
Director of Recreation and Parks
City of Rockville Department of Recreation and Parks
tchesnutt@rockvillemd.gov
T: 240.314.8602



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Executive Summary

As community recreation centers are integral parts of services provided by a municipality, the City of Rockville was considering the need for a community center located west of I-270 and South of Hurley Avenue. Consistent with city-side policy to seek citizen input and maintain citizen engagement, a study was requested to explore and measure resident interest. Two potential locations were identified, and the service region was defined. EurekaFacts, LLC, a social science and public opinion research firm, was commissioned with conducting a study to measure interest among residents to inform the decision-making process.

There is currently no community recreation center west of I-270 and south of Hurley Avenue operated by the City of Rockville. This study aims to evaluate the community's level of support for constructing a community recreation center, and if supported, identify the best location and amenities for the new center.

Opinions among city residents about development of a community recreation center were obtained via quantitative and qualitative research methods. Information gleaned from the qualitative component, which included review of information mission needs, community meetings, and external communications, was used to inform development of a quantitative survey instrument. All 2,000 City of Rockville households west of I-270 and south of Hurley Avenue were invited to participate in order to ascertain residents' use of existing community recreation centers in or near Rockville, perceived level of priority of various interests relating to recreation spaces in Rockville west of I-270 and south of Hurley Avenue, and level of support or opposition to a community recreation center in the aforementioned area. The survey also determined location preferences of those who support a community recreation center, amenities of interest, community perceptions of benefits and drawbacks to a community recreation center, and potential usage of a recreation center built west of I-270 and south of Hurley Avenue.

This report presents findings of the study, describes the methodology used, and a set of conclusions. Detailed information on the study design and analysis, including the preliminary exploratory research, respondent characteristics, and the instrument is also included in the appendices.

Key Findings: Level of Support for Community Recreation Center in West Rockville

The majority of respondents (66.7%) support a community recreation center in the City of Rockville west of I-270 and south of Hurley Avenue, with over one-quarter (27.8%) expressing strong support. Looking at the distribution of respondents, supporters are concentrated in the northwest region of the city, specifically north of Falls Road. The one-third (33.4%) of respondents who oppose a community recreation center mainly reside in the southwestern region of Rockville, between Falls Road and Montrose Road. Less than one-fifth (19.1%) of respondents strongly oppose a recreation center in west Rockville.

It is important to note that nearly half of the respondents (47.4%) rated additional community recreation centers as a low priority. The two priorities that respondents indicated were most important were more natural areas (e.g. green spaces) and improvement to existing park and

recreation facilities. Nearly half (46.1%) rated more natural areas as a high priority. Likewise, a greater proportion of respondents (38.9%) indicated that they *support* the center, compared to only 27.8% who indicated that they *strongly support* it. Thus, taken together, these results suggest moderate support for a new recreation center, but more support for green spaces or improving existing facilities. It is not clear, however, whether construction of a new recreation center would create new members or pull from the membership of existing recreation centers.

Key Findings: Location Preferences

Questions about location and amenities were only asked of respondents who indicated their support for a new community recreation center. The location selected by the largest proportion of respondents was west I-270 where Wootton Parkway and Falls Road intersect. This area, selected by 21.2% of respondents, includes Orchard Ridge Park. Other preferred locations for the potential community center include the southwest region of the City of Rockville (chosen by 17.3% of respondents), immediately west of I-270 and encompassing Potomac Woods Park, and the northwest region of Rockville (chosen by 18.0% of respondents), immediately south of Hurley Avenue and encompasses the Rockshire Pool and lower portion of Wootton's Mill Park. Approximately 11% of respondents had no preference on the location of a community recreation center.

Key Findings: Type of Center and Amenity Preferences

Respondents prefer a large community center, with many amenities, to a smaller center. The top desired amenities identified include a fitness/ wellness center, an indoor walking and jogging track, and senior programs or a senior center, as well as a gymnasium and individual and group fitness rooms. =

Key Findings: Perceived Benefits and Drawbacks in Top Preferred Zones

Across the top three locations, respondents generally perceive the top benefit of a community center is a convenient location, particularly for taking classes. Traffic congestion and lack of parking are mentioned as the biggest drawbacks to a community recreation center.

Conclusion

Moderate support exists for a new recreation center. However, a new center is not a high priority, while access to more natural areas or improving existing facilities were indicated as higher priorities. As one of the three potential sites identified by participants, the Potomac Woods Park area, has been the focus of significant opposition, it is recommended to be removed from consideration. Respondents indicated interest in amenities related to fitness as well as senior programs. If exploration of the feasibility for a new recreation center is to be continued, recommended next steps include an in-depth assessment of potential sites for feasibility of a new recreation center, particularly with regard to traffic and parking.

Introduction

EurekaFacts, LLC, in support of the City of Rockville Department of Recreation and Parks, aimed to understand the attitudes and opinions of the city's residents regarding development of a community recreation center in Rockville west of I-270 and south of Hurley Avenue.

Community centers, built into a robust parks and recreation system, can provide valuable benefits to the community. These benefits may include increasing economic value of the city, promoting health and wellbeing, or serving an important social role by providing a dedicated space for engagement and interaction for individuals of all ages and economic status. As there are currently no community recreation centers operated by the City of Rockville west of I-270 and south of Hurley Avenue, it is important to determine if the residents of the City of Rockville have a need or desire for a community recreation center in this area.

To this end, EurekaFacts designed and implemented a comprehensive study to assess the level of support from the community on constructing a community recreation center, and if supported, identify its best location and amenities.

If supported, the proposed community recreation center would serve the residents primarily west of I-270.

Methodology

The present study involved a robust community input process using quantitative and qualitative methods to determine level of support for constructing a community recreation center in west Rockville.

This study was executed in two phases: Information Needs Research and Initial Exploration, and Survey Evaluation. The Information Needs Research and Initial Exploration phase involved hosting community meetings and conducting text analysis of comments and feedback from city residents to understand public opinions and viewpoints on this specific issue. Data gathered from these sources were also used to inform development of the survey instrument administered during the Evaluation phase. The research methods utilized in the first phase and the findings are presented in Appendices A and B.

Phase 2: Survey Evaluation

Design

EurekaFacts designed a survey instrument to evaluate the following:

- Level of City of Rockville residents' support for development of a new community recreation center within the city and west of I-270;
- Types of amenities and services city residents would like to see in the community center;
- City residents' preferences for community center location; and
- Benefits and drawbacks to having a community recreation center.

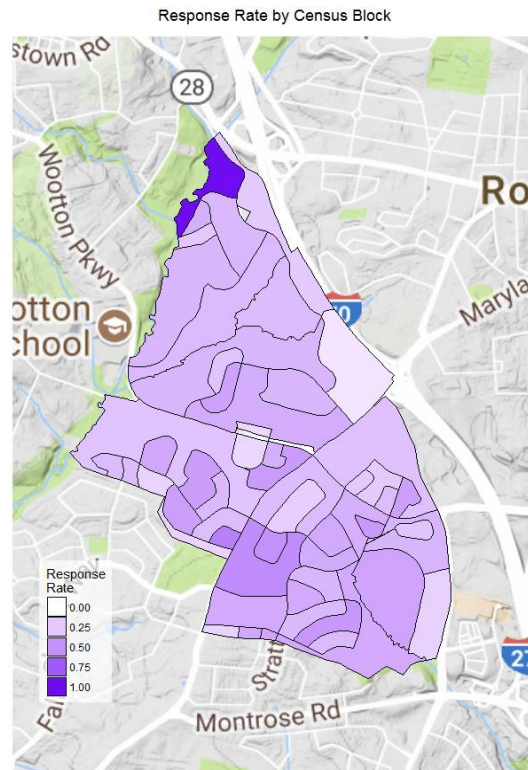
Survey Strategy

All households in the targeted geographic area were invited to participate in this survey. Estimates of the population and households within the survey boundary were calculated using the US Census Bureau's ACS and TIGER databases (ACS: American Community Surveys, TIGER: Topologically Integrated Geographic Encoding and Referencing). The survey boundary partially covers the US Census Tracts 7010.02, 7010.06, and 7012.10. Within those three Census tracts the total population contains 4,400 households. The survey boundary, which includes only residents living in the City of Rockville corporate limits, has around 2,000 households, and they all were asked to participate in this survey.

Current city residents within these households were sent a postcard urging participation in an online survey regarding interest in development of a community recreation center in the area. This postcard contained links to both English- and Spanish-language versions of the online survey and QR codes that directed to both language versions to allow taking the survey on a mobile device. Residents were also given an option to contact a call center to allow survey participation via phone. In addition to the postcards, residents were sent paper copies of the survey. As previously mentioned, the survey was available in both English and Spanish to all participants across all platforms. To ensure data validation, the post card included and paper surveys had customized login credentials so individuals could only access and complete the survey once. The survey was fielded from January 8th to February 7th, 2018.

Upon invitation, online participants were screened based on age. Participants over the age of 18 proceeded to the main survey. The paper copy of the survey directed residents to have an adult in the household over the age of 18 with the most recent birthday in the household complete the survey. The final survey consisted of $n = 645$ participants with a response rate of 32.5%, resulting in a 95% confidence level and 3.2% margin of error. Response rate by census block is shown in Figure 1 and respondent demographics are in Appendix C.

Figure 1. Response rates, the proportion of the number of completed survey responses out of the total number of surveys distributed within each census block of the survey area.



Sample recruitment details are shown in Table 1. It is important to note that, in compliance with ethical standards, participants could skip questions they did not want to answer. As a result, not all respondents answered each question which accounts for varying sample sizes (n) among questions.

Table 1. Respondent details by survey platform

Survey platform	Number of respondents	Proportion of total sample
English online survey	393	63.1%
Spanish online survey	2	0.3%
English paper survey	244	35.8%
Spanish paper survey	0	0.0%
Call center entries	6	0.8%
Total number of respondents	645	100%

Participants invited to the survey were notified that participation was voluntary and responses would be kept confidential.

Survey Instrument

The survey instrument measured the following content areas (see Appendix D for full instrument):

- Use of existing community recreation centers in or near the City of Rockville;
- Perceived level of priority of various items related to recreation spaces in Rockville west of I-270 and south of Hurley Avenue;
- Support and opposition of a community recreation center in the aforementioned area;
- Location preferences;
- Amenities of interest;
- Benefits and drawbacks to having a community recreation center; and
- Potential usage of a recreation center built west of I-270 and south of Hurley Avenue.

EurekaFacts used Verint, an online survey management system, to program and generate the survey.

Data Analysis

Analysis was performed using SPSS version 23, R, and Microsoft Excel. Survey data across all platforms were merged and prepared prior to analysis.

Analysis was performed to examine the influence of several factors, such as age, presence of children under 18 in the household, and utilization of existing community centers, on support and receptivity of constructing a community recreation center west of I-270 and south of Hurley Avenue.

Participants were asked to rank their top five desired amenities in order. Each rank was given points equivalent to its rank and divided by 10 to create a weighted score for each of the amenities. This score was also compared with raw top one (first place) and top two (first or second place) rankings with all three methods resulting in similar rankings (results displayed in Appendix D, Figures D.1 and D.2.).

Density maps were created by aggregating responses into census blocks to look for the presence of geographic bias regarding the support or opposition for a community recreation center as well as the location of the potential community center.

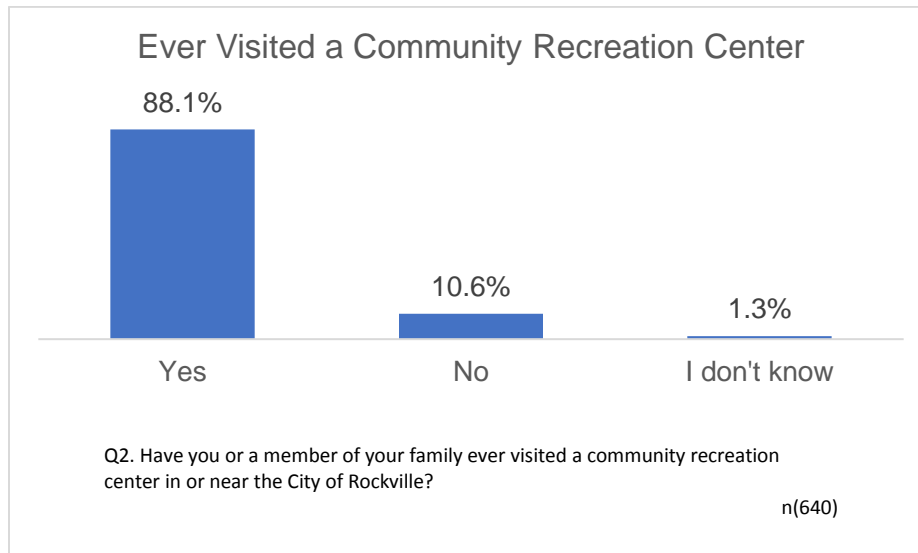
Sample sizes for each question are denoted in the charts with the notation “n (# responses)”. These values vary due to questions not being required so some respondents may have skipped questions.

Survey Evaluation Results

Use of Existing Community Recreation Centers in or Near the City of Rockville

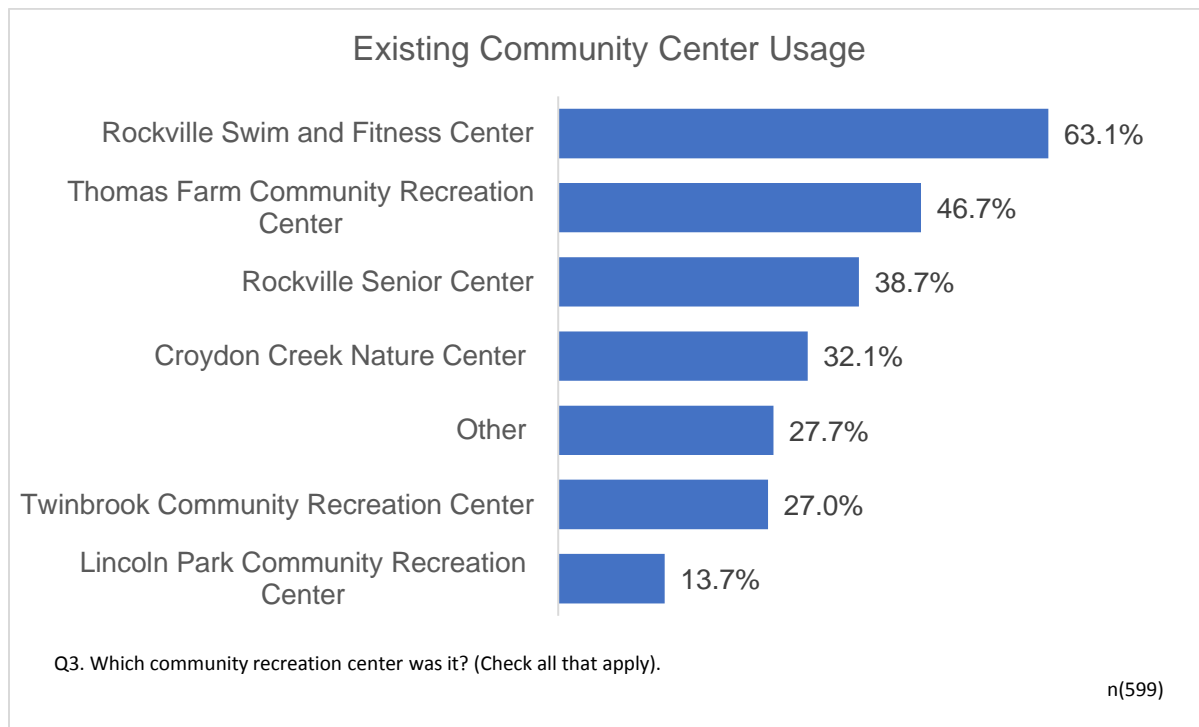
Most respondents (88.1%) stated that they, or a member of their family, had visited a community recreation center in or near the City of Rockville in the past (Figure 2).

Figure 2. Ever visited a community recreation center in or near the City of Rockville.



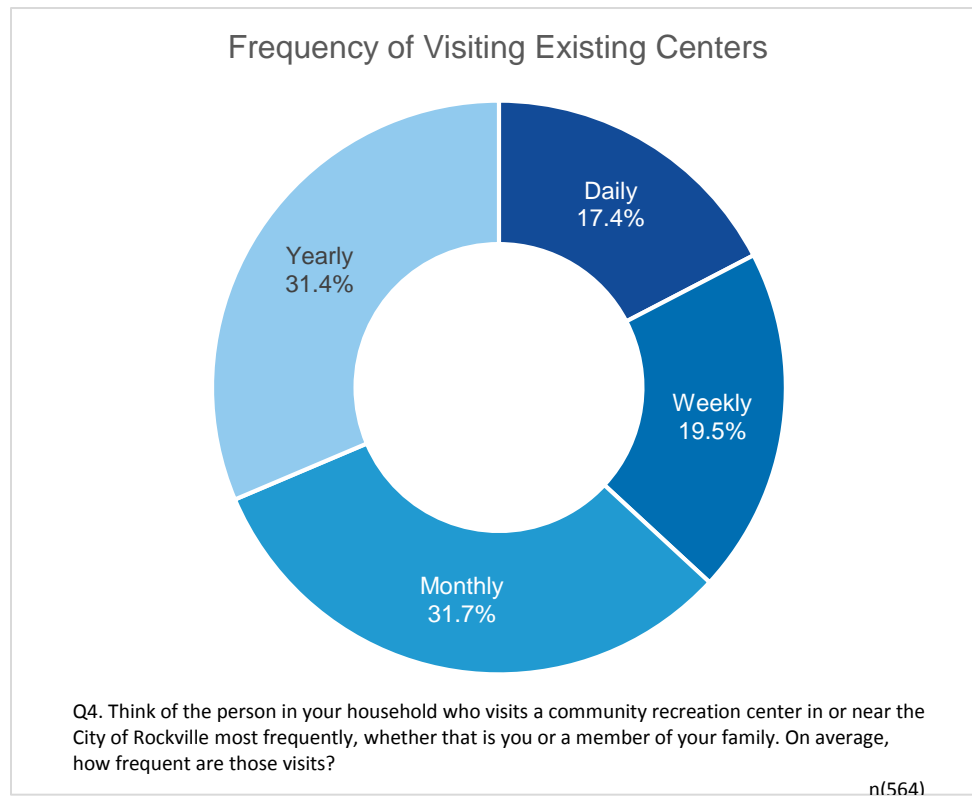
Of those who responded that they or a member of their family has visited a community center, nearly two-thirds (63.1%) have previously utilized the Rockville Swim and Fitness Center (Figure 3). Moreover, nearly half of respondents or their family members have visited the Thomas Farm Community Recreation Center (46.7%), and over one-third have visited the Rockville Senior Center (38.7%). The Lincoln Park Community Recreation Center is the least utilized facility, with only 13.7% of respondents indicating that they or a family member previously visited this center. Other commonly referenced existing community centers utilized by respondents are Potomac Community Recreation Center, North Potomac Community Recreation Center, and Kennedy Shriver Aquatic Center (see Appendix D, Figure D.4.)

Figure 3. Respondent utilization of existing community centers in or Near the City of Rockville.



Respondents were also asked about the frequency of visits to existing community recreation centers in or near the City of Rockville (Figure 4). More than one-third (36.9%) stated that the person in the household who visits a community recreation center most frequently does so daily (17.4%) or weekly (19.5%). Fewer than one-third (31.4%) frequent a center once or less than once per year.

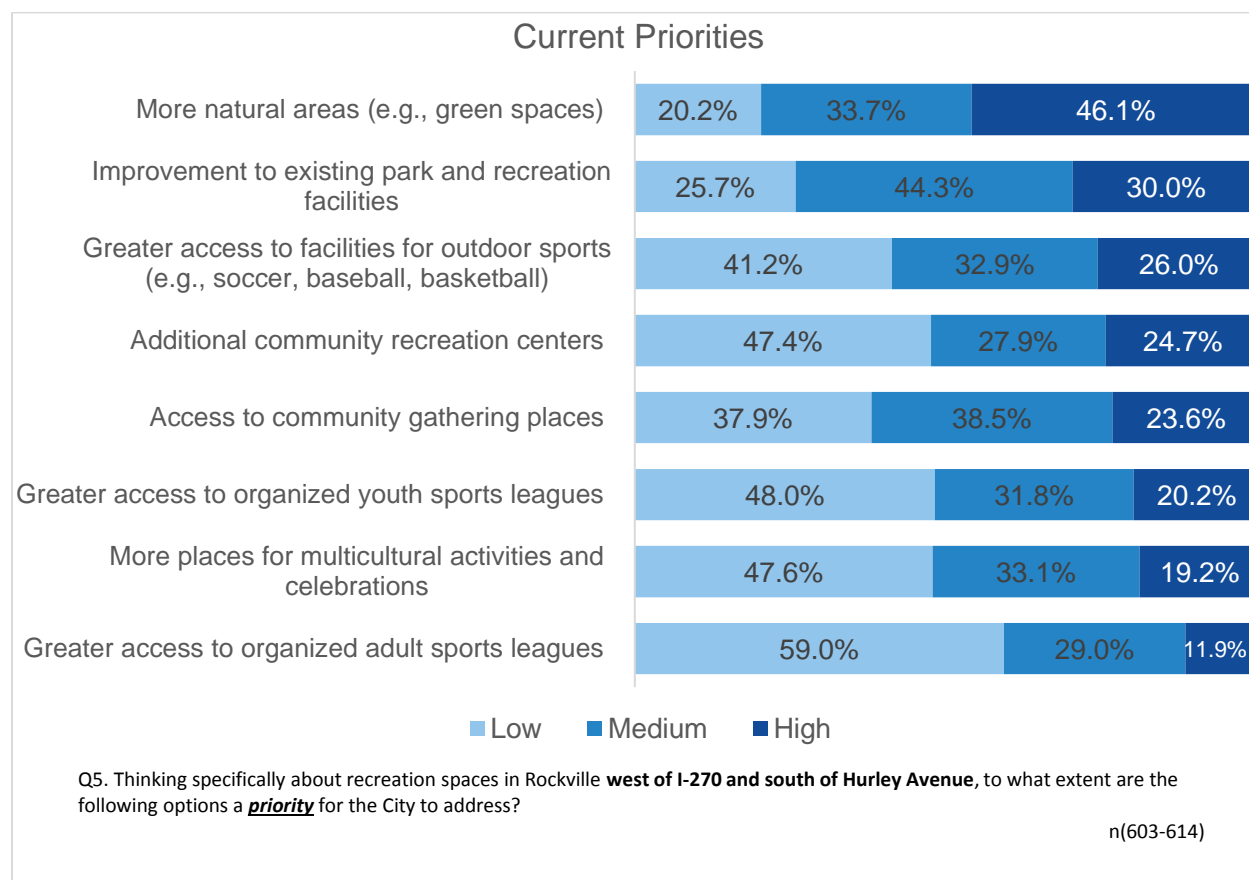
Figure 4. Frequency of visiting existing community centers.



City Priorities Regarding Recreation Spaces in Rockville

Respondents were prompted to determine the level of priority of various issues relating to recreation spaces in west Rockville for the city to address (Figure 5). Nearly half (46.1%) indicated that more natural areas, such as green spaces, is a *high* priority for the City of Rockville. Of *medium* priority to residents is improving existing park and recreation facilities (44.3%), with 30.0% of respondents assigning it a *high* priority and 25.7% stating it is a *low* priority. Access to community gathering places is a *medium* priority for 38.5% of respondents and a *high* priority for 23.6%. A large portion of respondents consider greater access to organized youth and adult sport leagues (48.0 % and 59.0%, respectively) *low* priorities. More places for multicultural activities and celebrations (47.6%), and additional community recreation centers (47.4%) were similarly noted as *low* priorities by many. Other priorities mentioned were related to access to fitness and exercise spaces and classes (Appendix D, Figure D.5.). Outdoor exercise options, such as hiking trails and parks, were also mentioned as top interests.

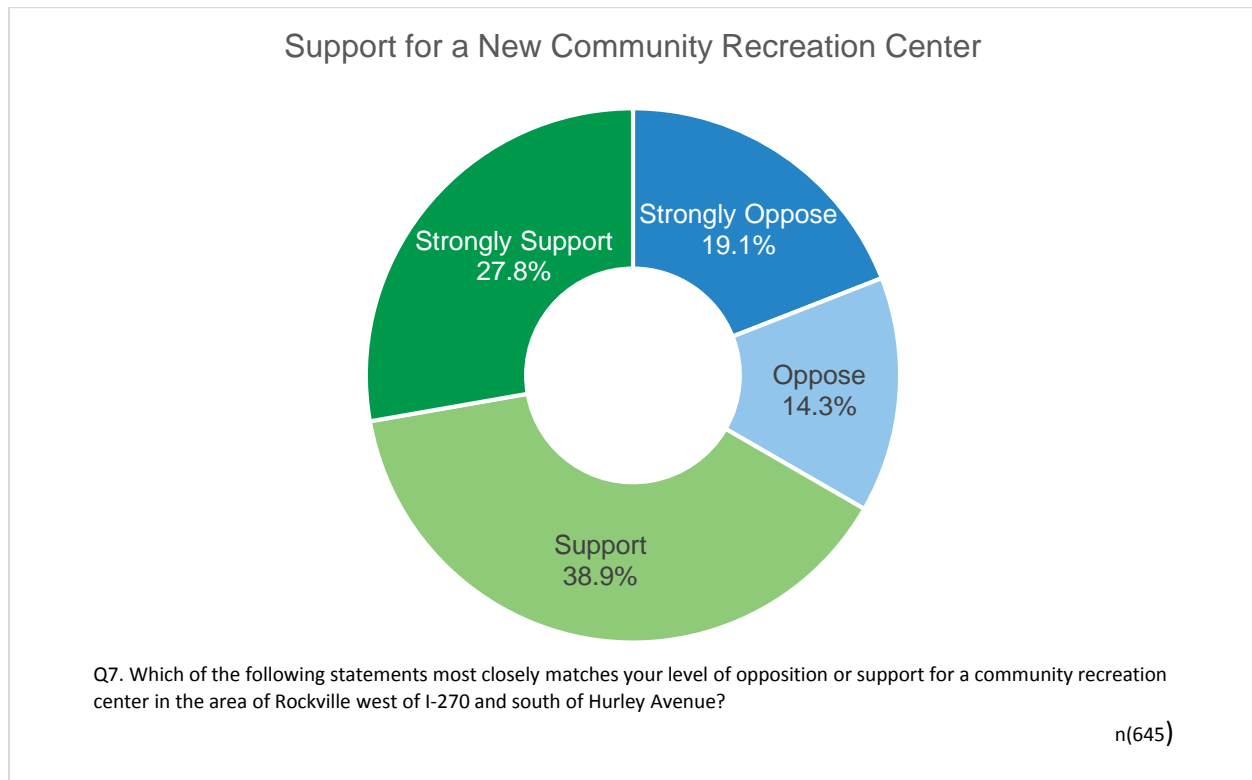
Figure 5. Extent to which the following are a priority for the City to address.



Support and Opposition for a Community Recreation Center

When prompted to specify their level of support or opposition for a community recreation center in the area of Rockville west of I-270 and south of Hurley Avenue, two-thirds (66.7%) of respondents *support* (38.9%) or *strongly support* (27.8%) a community recreation center in this area (Figure 6). Approximately one-fifth (19.1%) *strongly oppose* and 14.3% *oppose* a community center in this location.

Figure 6. Level of opposition or support for a community recreation center in the area of Rockville west of I-270 and south of Hurley Avenue.



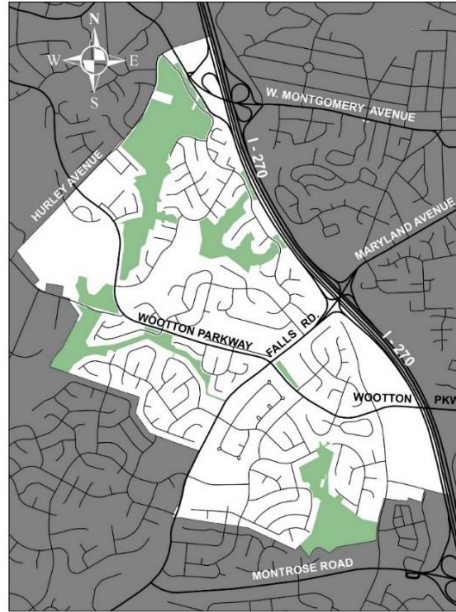
Looking at the distribution of responses, the majority of those who support development of a community center live in northwest Rockville, specifically north of Falls Road (Figure 7). Opponents of a community recreation center are mainly concentrated in the southwestern region of Rockville, west of I-270 and north of Montrose Road.

Figure 7. A. Map of City of Rockville west of I-270 and south of Hurley Avenue.

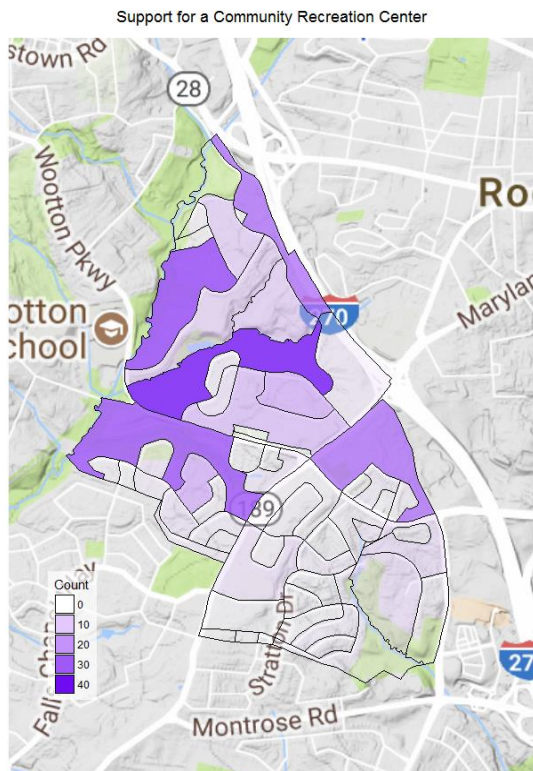
B. Distribution of the number of respondents (a count of respondents) in each census block who indicated that they *support* or *strongly support* development of a community recreation center.

C. Distribution of the number of respondents (a count of respondents) in each census block who indicated that they *oppose* or *strongly oppose* development of a community recreation center.

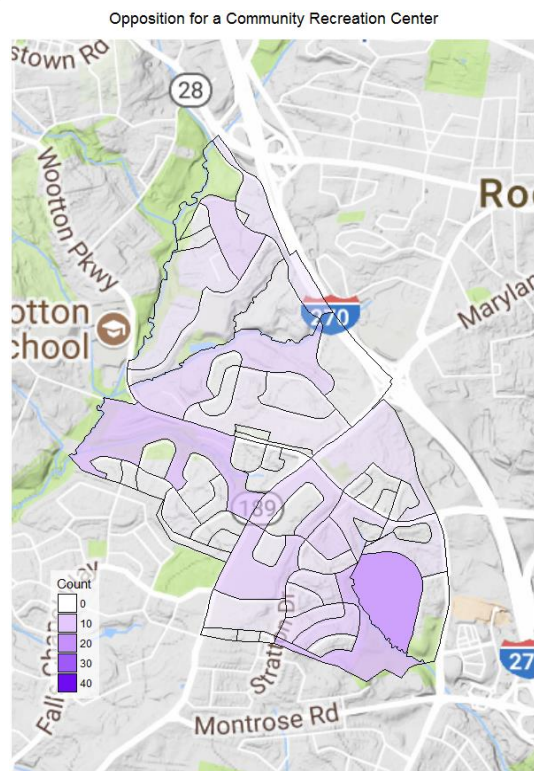
A.



B.



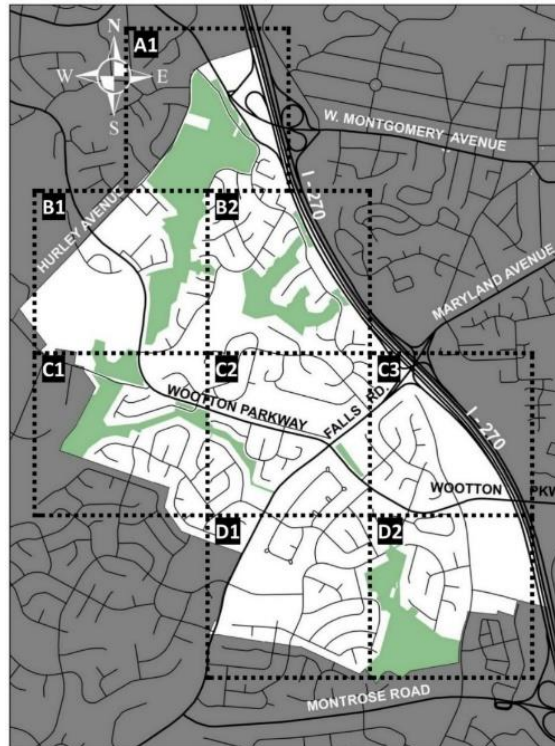
C.



Preferred Locations

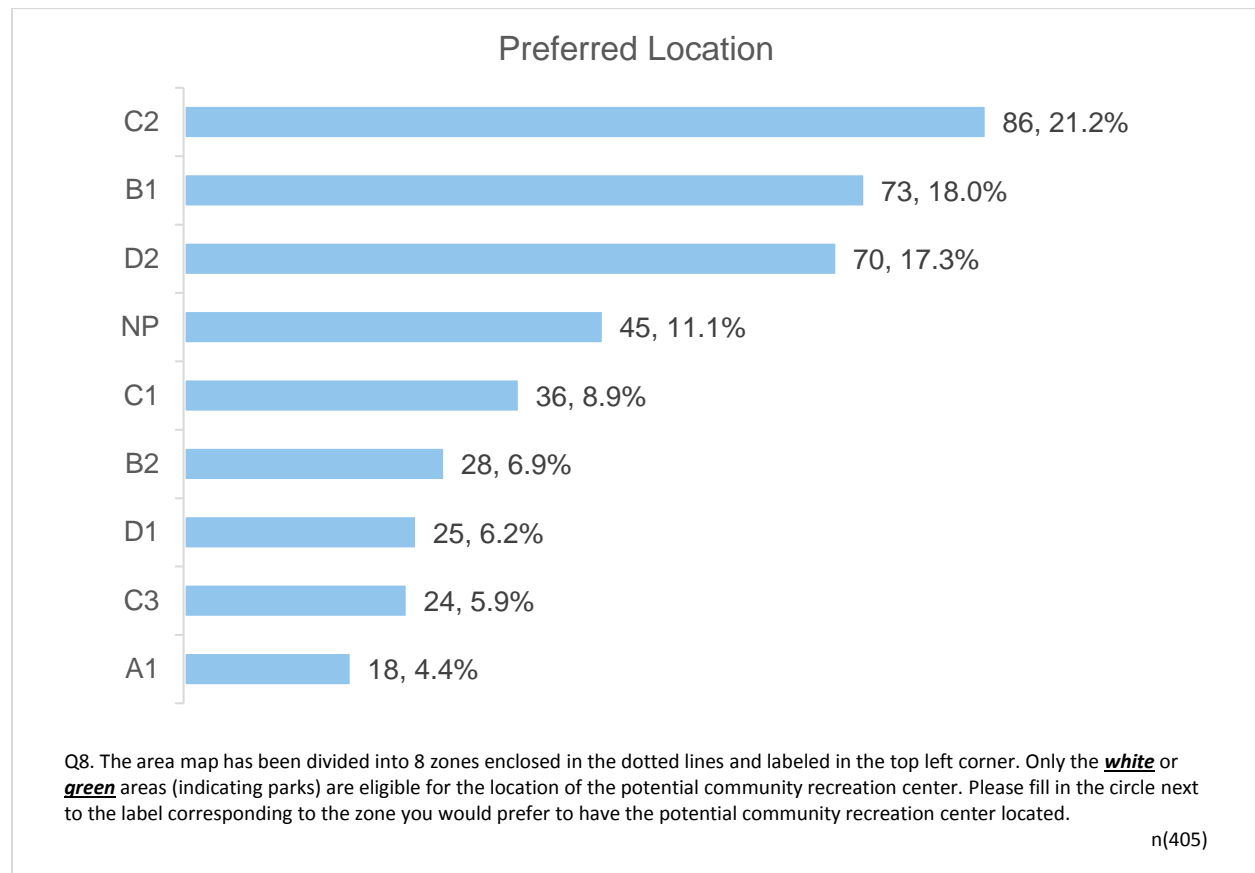
An area map of the City of Rockville divided into eight equal zones was provided (Figure 8) to respondents.

Figure 8. Area map of City of Rockville divided into eight equal zones.



Those who *support* or *strongly support* a community recreation center chose the zone in which they prefer the center to be built (Figure 9). Location preference is predominantly in three zones, C2, B1, and D2, as over half (56.5%) of respondents selected one of these areas as the potential location for a community recreation center. Zone C2 is the most preferred area, as 21.2% prefer this zone. Zones B1 and D2 are also highly preferred; 18.0% and 17.3%, respectively, indicated support for a community recreation center located in these zones. The least favorably viewed zone is zone A1; selected by only 4.4%. Notably, 11.1% of respondents who *support* or *strongly support* a community recreation center in west Rockville have no preference (NP) on location.

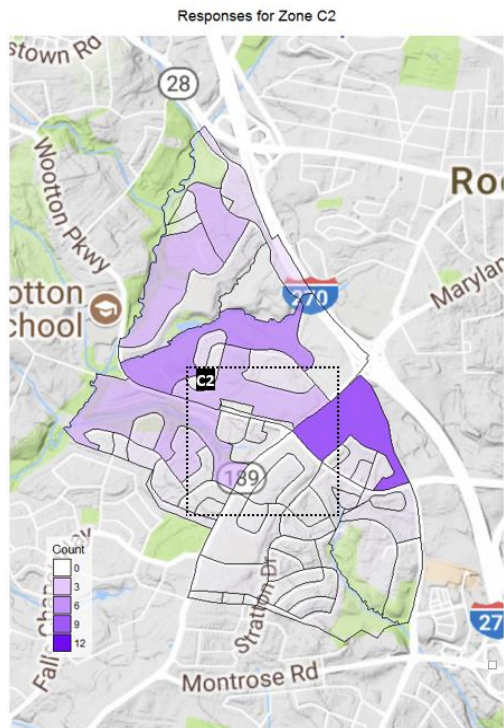
Figure 9. Preferred location of community recreation center.



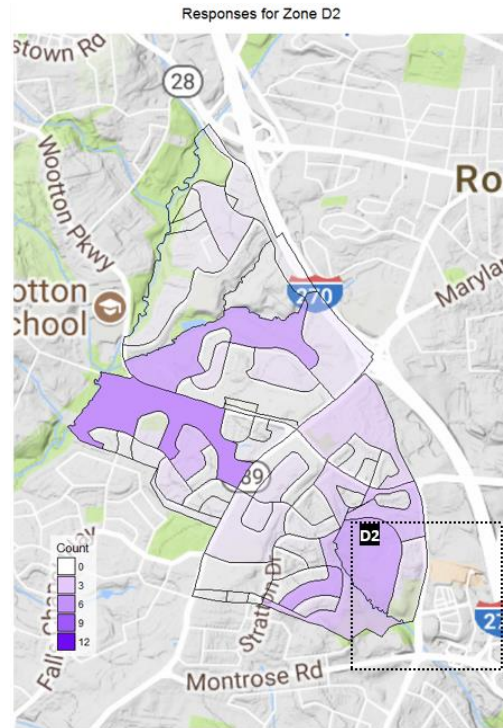
When looking at the geographic distribution of respondents who selected one of the three most favored zones (B1, C2, and D2), many live in close proximity to the zone that they chose (Figure 10). This is particularly true for zones B1 and C2; respondents who prefer to have a community recreation center located in these zones live close to, or within, their chosen zone. For zone D2, many who prefer the potential community recreation center located in this area do not live within or close to the zone. Supporters who do not live in proximity to zone D2 seem to be concentrated within zones B2, C1 and C2.

Figure 10. Distribution of the number of respondents (a count of respondents) in each census block who indicated they prefer a community recreation center be built in zone C2 (Figure A), zone D2 (Figure B), or zone B1 (Figure C).

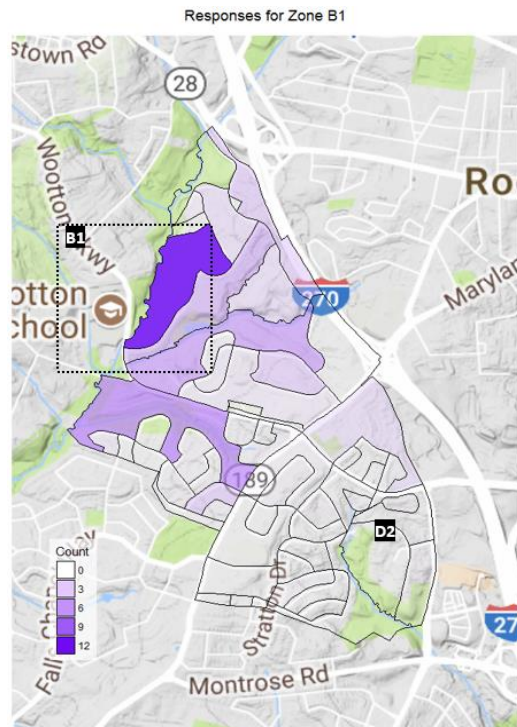
A.



B.



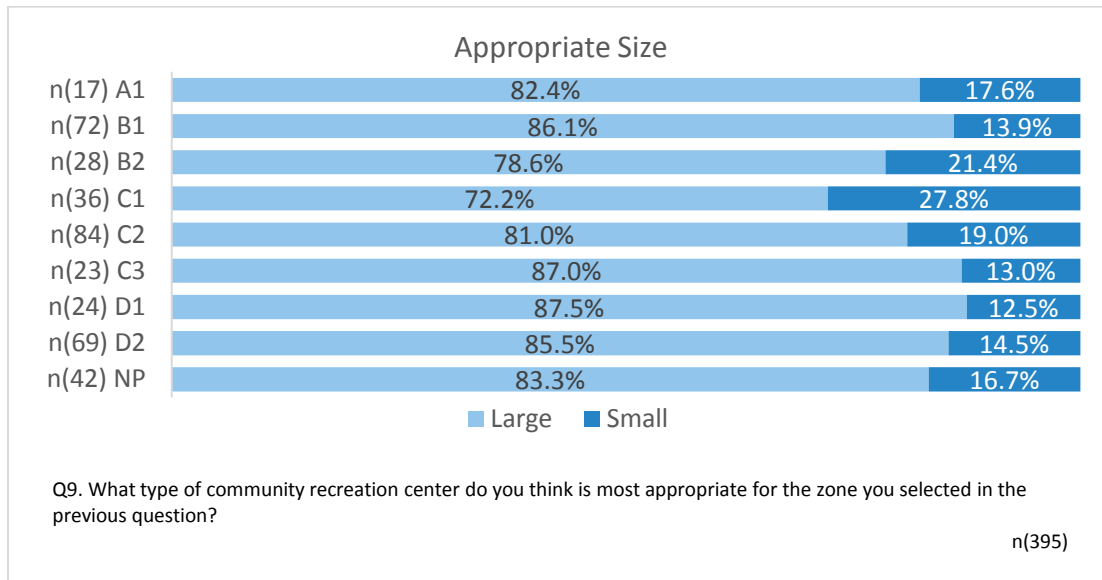
C.



Type of Center and Amenities

For all zones, a greater proportion of respondents prefer a large community center, with many amenities, such as a multi-purpose room that can be rented for events, activity areas such as indoor game courts or playgrounds, exercise equipment, camps or classes for people of all ages, a kitchenette, and / or green spaces (Figure 11).

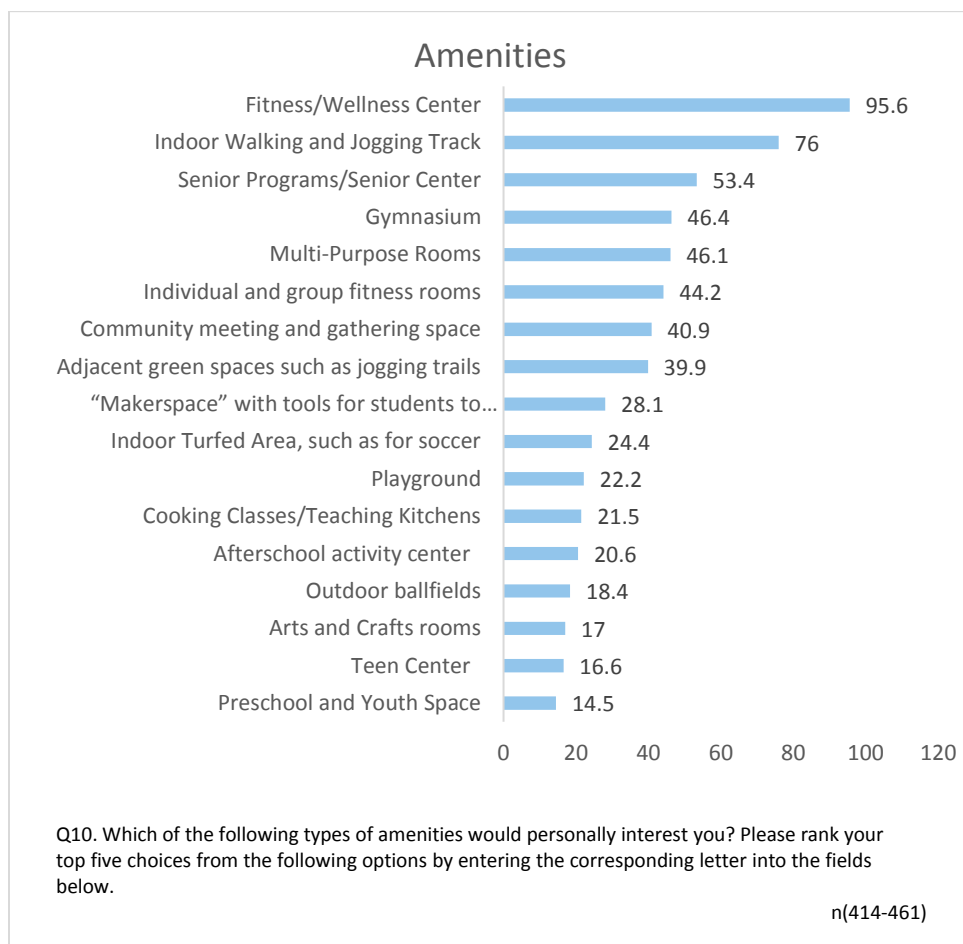
Figure 11. Type of community recreation center most appropriate for each zone.



The number of respondents (n(xx)) who indicated that they prefer the community recreation center in a particular zone and responded to the applicable survey question (Q9) is provided for each zone. The overall number of respondents who answered this question is 395, which is shown as n(395).

Respondents who indicated they *support* or *strongly support* a community recreation center in west Rockville ranked the top five types of amenities and services they would like to see in the community center. Scores were calculated as previously described to determine the overall most desirable amenities (Figure 12). A fitness/ wellness center is the most desired amenity among respondents, followed by an indoor walking and jogging track, and senior programs/ a senior center. Respondents are also interested in a community recreation center with a gymnasium, multi-purpose rooms, and individual and group fitness rooms. A swimming pool was also cited as a desired amenity among respondents (Appendix D, Figure D.6.) Among the least favored amenities are preschool and youth spaces, a teen center, arts and crafts rooms, and outdoor ballfields (Figure 12).

Figure 12. Types of amenities in a community recreation center that would personally interest the respondent.

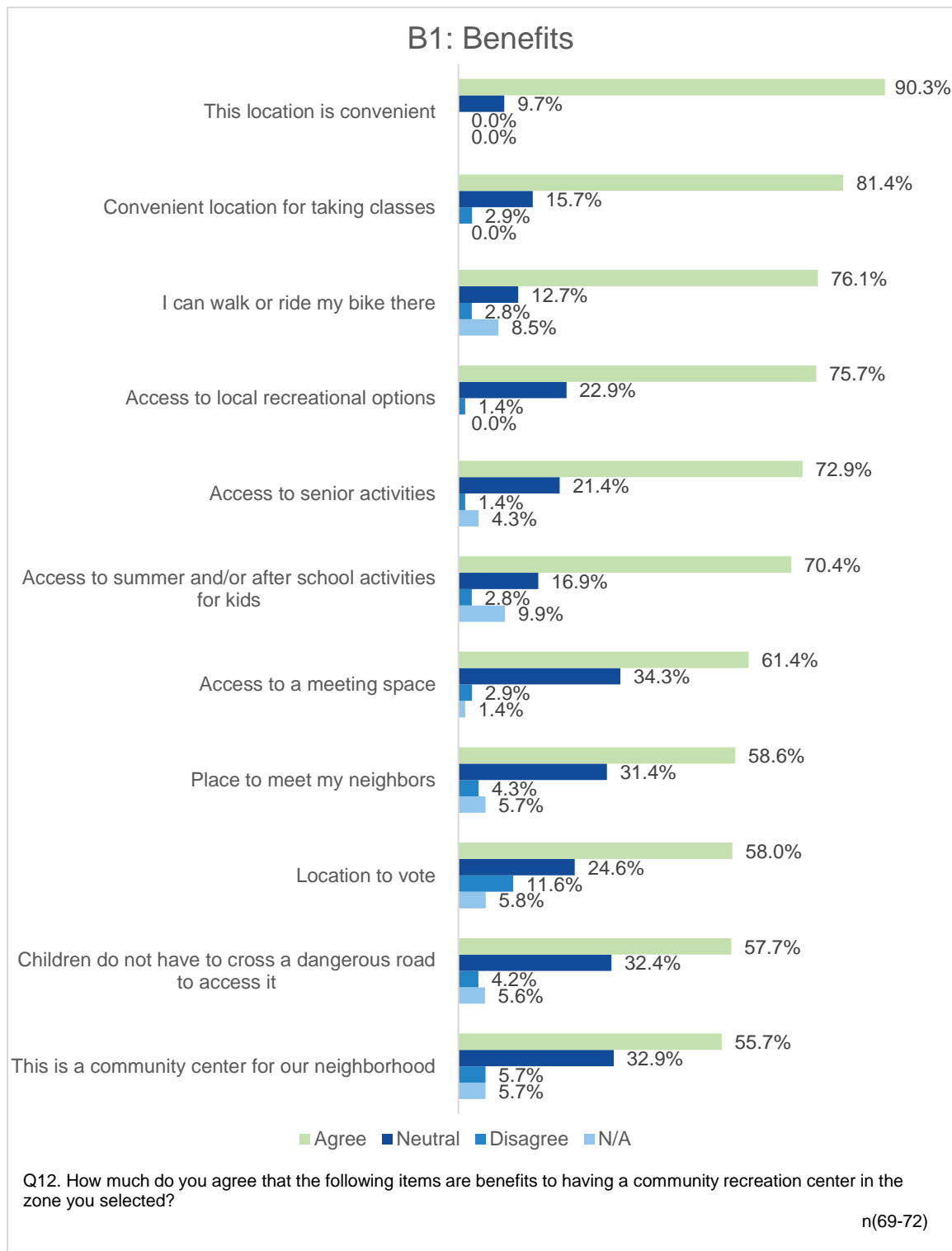


Benefits to having a Community Recreation Center in the Preferred Zones

Respondents identified potential benefits to having a community recreation center in the zone of their choice. Most respondents across all three zones agreed that the location is convenient, particularly for taking classes. Respondents also mentioned that benefits include easy accessibility, added value to the neighborhood, and space for exercise activities (Appendix D, Figure D.7.). Fewer agreed that using the facility as a location to vote or place to meet with neighbors are benefits of having a community recreation center in their preferred zone.

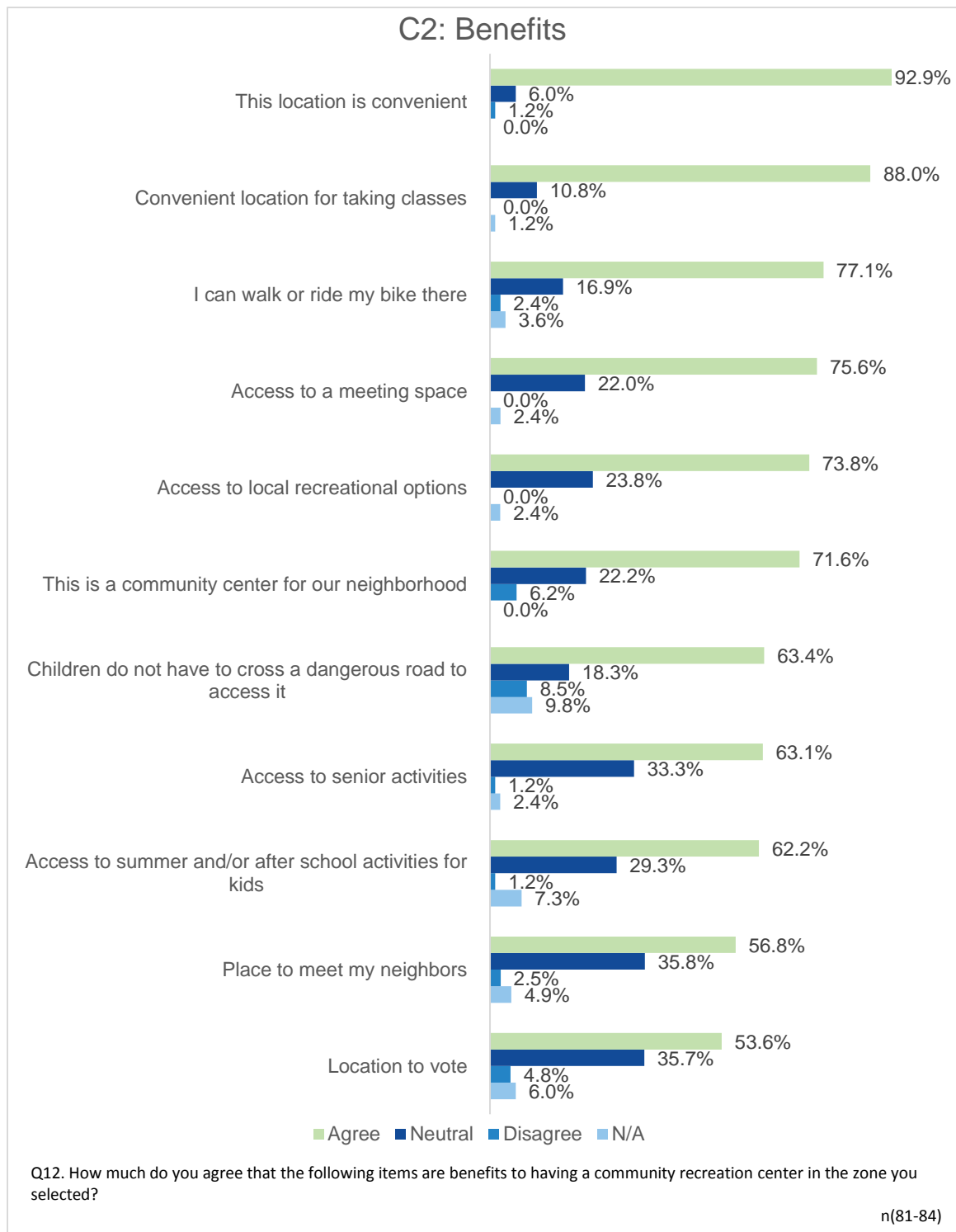
Of those who selected zone B1, nearly all (90.3%) respondents *agree* that the location is convenient with only 9.7% selecting the *neutral* response (Figure 13). Other benefits highly *agreed* upon are that zone B1 is a convenient location for taking classes (81.4%), creates access to locational recreational options (75.7%), and allows respondents access via walking or a bicycle (76.1%). Conversely, fewer respondents *agree* a center in zone B1 would be a community center for their neighborhood (55.7%), a location to vote (58.0%), or would prevent children from having to cross a dangerous road to access it (57.7%).

Figure 13. Level of agreement among respondents who chose zone B1 that certain items are benefits to having a community recreation center in the selected location.



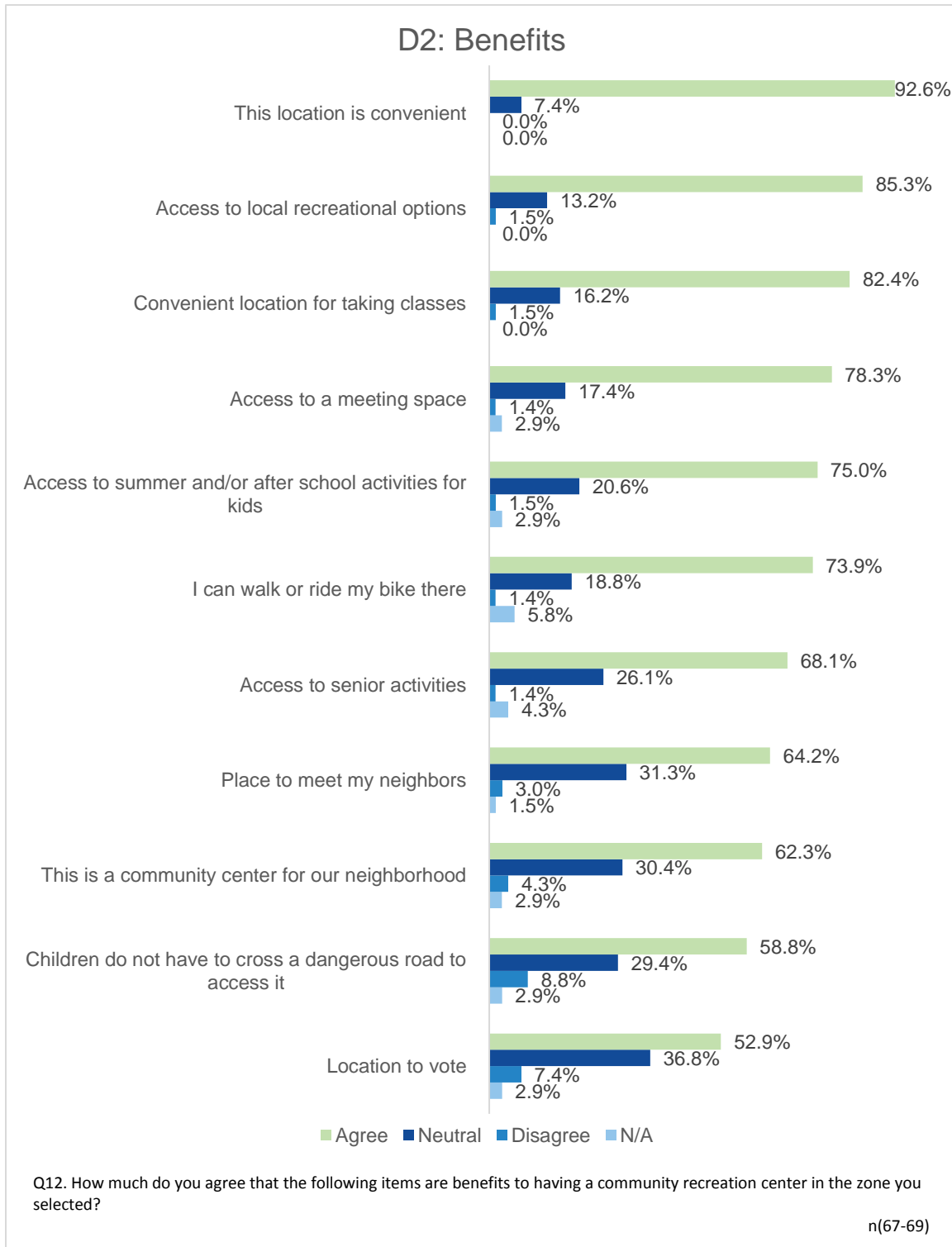
Similar to those who chose zone B1, nearly all proponents of a community recreation center in zone C2 *agree* that the location is convenient (92.9%), with only 1.2% *disagreeing* (Figure 14). Respondents also *agree* that this zone would be a convenient location for taking classes (88.0%), create access to a meeting spaces (75.6%), and allow residents to walk or ride their bike there (77.1%). Fewer *agree* that it would be a location to vote (53.6%) or place to meet neighbors (56.8%). Moreover, only 8.5% *disagree* that a benefit to having a community recreation center in this area would be that children would not have to cross a dangerous road to access it. Only 6.2% of respondents *disagree* that a center in this zone would be a community center for their neighborhood.

Figure 14. Level of agreement among respondents who chose zone C2 that certain items are benefits to having a community recreation center in the selected location.



Again, nearly all respondents who chose zone D2 *agree* that this location is convenient (92.6%) (Figure 15). They also *agree* that a center in this zone would create access to local recreational options (85.3%) and be a convenient location for taking classes (82.4%). Proponents of building in zone D2 were less likely to *agree* that the benefits would include it being a location to vote (52.9%) or that children would not have to cross a dangerous road to access it (58.8%).

Figure 15. Level of agreement among respondents who chose zone D2 that certain items are benefits to having a community recreation center in the selected location.

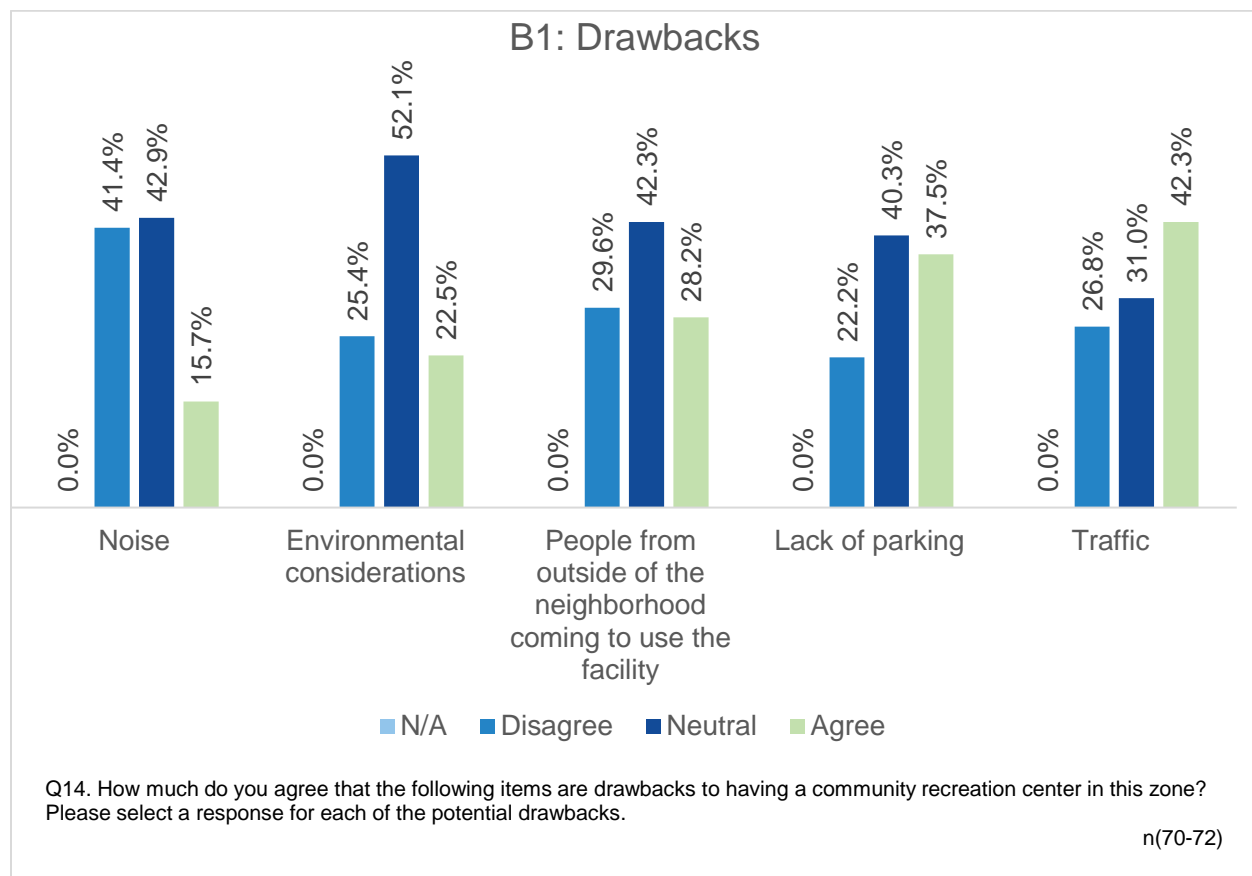


Drawbacks to having a Community Recreation Center in Preferred Zones

Respondents were queried on their level of agreement that certain issues such as traffic, lack of parking, noise, people from outside of the neighborhood coming to use the facility, and environmental considerations, are drawbacks to having a community center in the zone they selected. Among the top three zones, traffic and lack of parking are issues that respondents generally agree are potential drawbacks to building in their chosen zone. Respondents across all three zones also mentioned that cost and potential increase in taxes were drawbacks to building a center (Appendix D, Figure D.8.). Additionally, respondents were generally split on whether they agree that environmental considerations and people from outside the neighborhood coming to use the facility are potential drawbacks; most respondents were neutral on these issues.

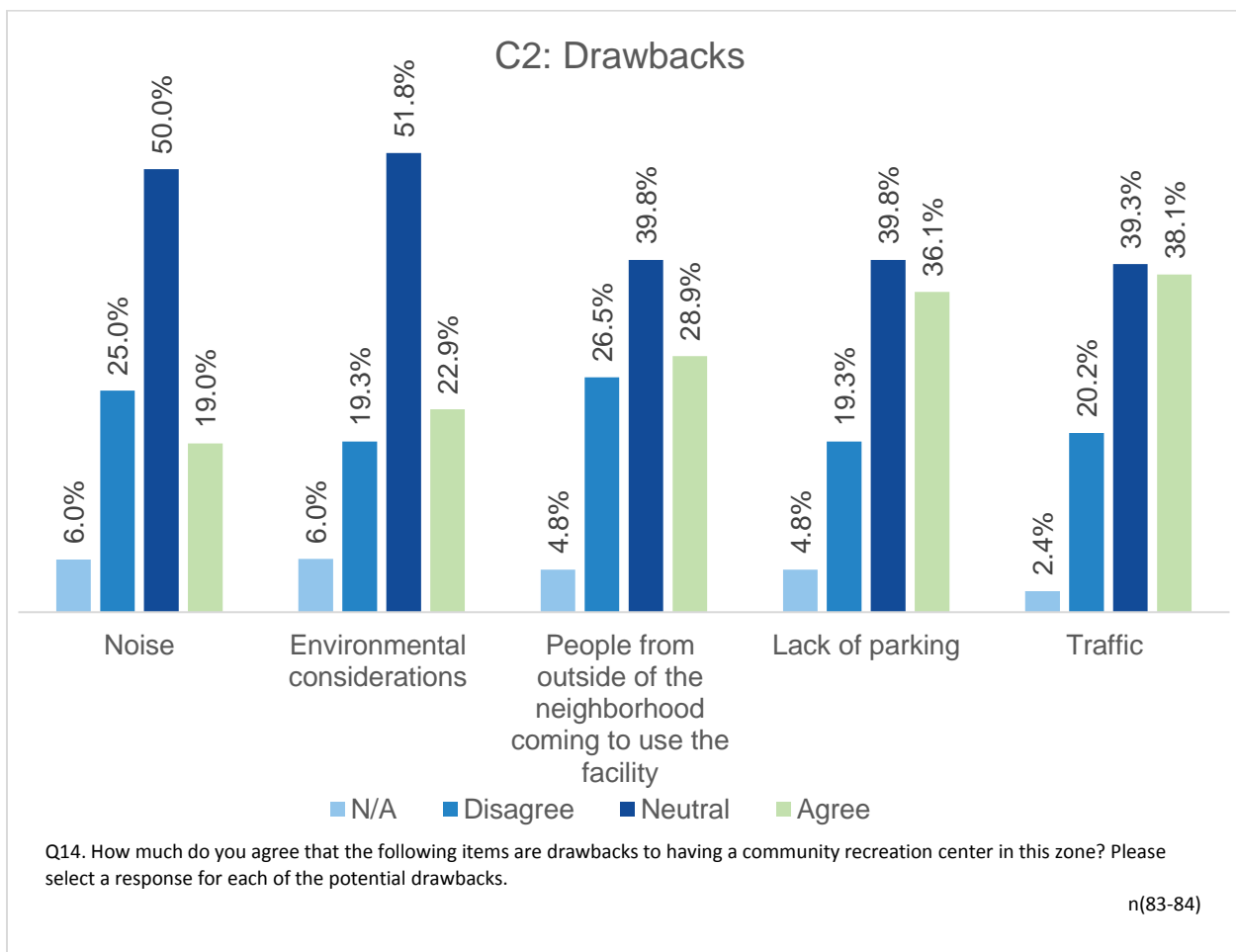
Of those who preferred a community recreation center in zone B1, many stated that they *agree* that traffic (42.3%) is a drawback to building it in this zone (Figure 16). Lack of parking is split among respondents as 37.5% *agree* that it is a drawback to this zone, 40.3% selected *neutral* responses, and only 22.2% disagree that this issue is a potential drawback. However, they *disagree* that noise is a potential drawback (41.4%) and *neutral* responses were selected by participants when asked about environmental considerations (52.1%) and people coming from outside the neighborhood to use the facility (43.1%).

Figure 16. Level of agreement among respondents who chose zone B1 that certain items are drawbacks to having a community recreation center in the selected location.



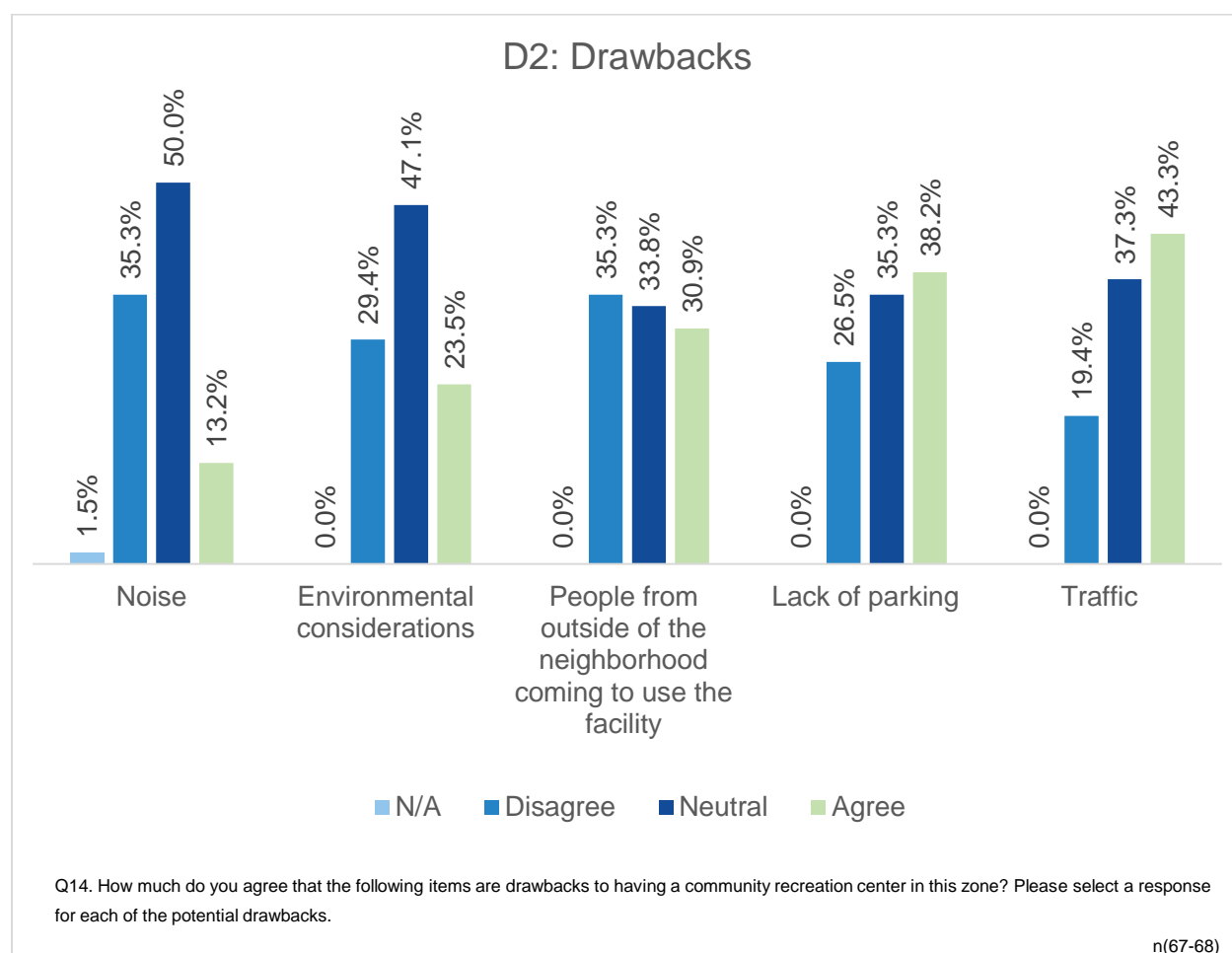
Neutral responses were selected by 39.3% of zone C2 proponents concerning traffic being a potential drawback to having a community recreation center in this area; however, a greater proportion *agree* (38.1%) that traffic is a potential issue than those who *disagree* (20.2%) (Figure 17). More respondents also *agree* that lack of parking (36.1%) would be a potential issue than those who *disagree* (19.3%). Slightly more respondents *disagree* (25.0%) that noise would be potential drawback of having a community recreation center in this zone compared to those that *agree* (19.0%). Responses were fairly evenly split on *disagreement* or *agreement* that environmental considerations and people from outside of the neighborhood coming to use the facility are possible drawbacks; most respondents are *neutral* on these issues.

Figure 17. Level of agreement among respondents who chose zone C2 that certain items are drawbacks to having a community recreation center in the selected location.



A greater proportion of respondents who prefer zone D2 as the potential site of a community recreation center *agree* that traffic (43.3%) and lack of parking (38.2%) are possible drawbacks of building in this zone (Figure 18). *Neutral* responses were selected by over 40% of respondents when asked about environmental considerations (47.1%) and noise (50.0%). Conversely, a slightly greater proportion *disagree* (35.3%) that people from outside of the neighborhood coming to use the facility is a potential drawback compared to those who *agree* (30.9%). A greater proportion also *disagree* that noise (35.5%) and environmental considerations (29.4%) are drawbacks than *agree*.

Figure 18. Level of agreement among respondents who chose zone D2 that certain items are drawbacks to having a community recreation center in the selected location.

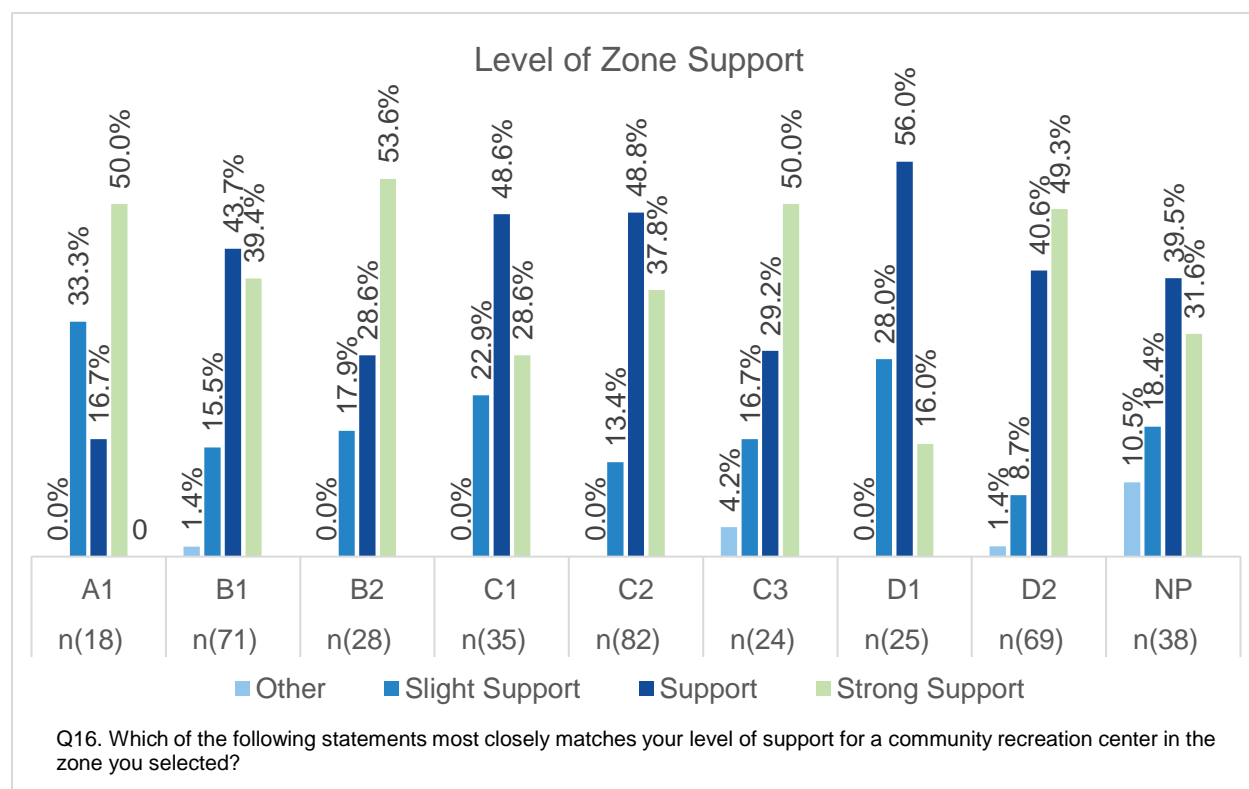


Level of Support for a Community Recreation Center within Zones

Respondents identified their level of support for a community center in the zone they selected by choosing whether they *strongly support*, *support*, or *slightly support* a center in their selected location. For half of the zones (A1, B2, C3, D2), more residents expressed that they *strongly support* a community center in the zone they chose (Figure 19). Most notably, over half (53.6%) of those who chose zone B2 *strongly support* a community center there, with over one-quarter (28.6%) saying they *support* it and less than 20% (17.9%) indicating they only *slightly support* it. Respondents who chose the other zones (B1, C1, C2, D1) indicated moderate *support* for a community center in the zone they chose. Respondents also expressed overall opposition to building a facility in west Rockville (Appendix D, Figure D.9.).

When looking at the zones in which respondents indicated they most prefer a community recreation center be built, zones B1, C2, and D2, the level of support varies (Figure 19). For zones B1 and C2, most respondents indicate moderate *support* for a community recreation center in the zone selected, 43.7% and 48.8% respectively. Just over one-third indicated that they *strongly support* a center in these zones (zone B1, 39.4%; zone C2, 37.8%). However, most respondents who selected zone D2 *strongly support* a center in this area (49.3%). Over 40% (40.6%) also *support* it and only 8.7% *slightly support* a facility in zone D2.

Figure 19. Support for community recreation center in the zone selected.

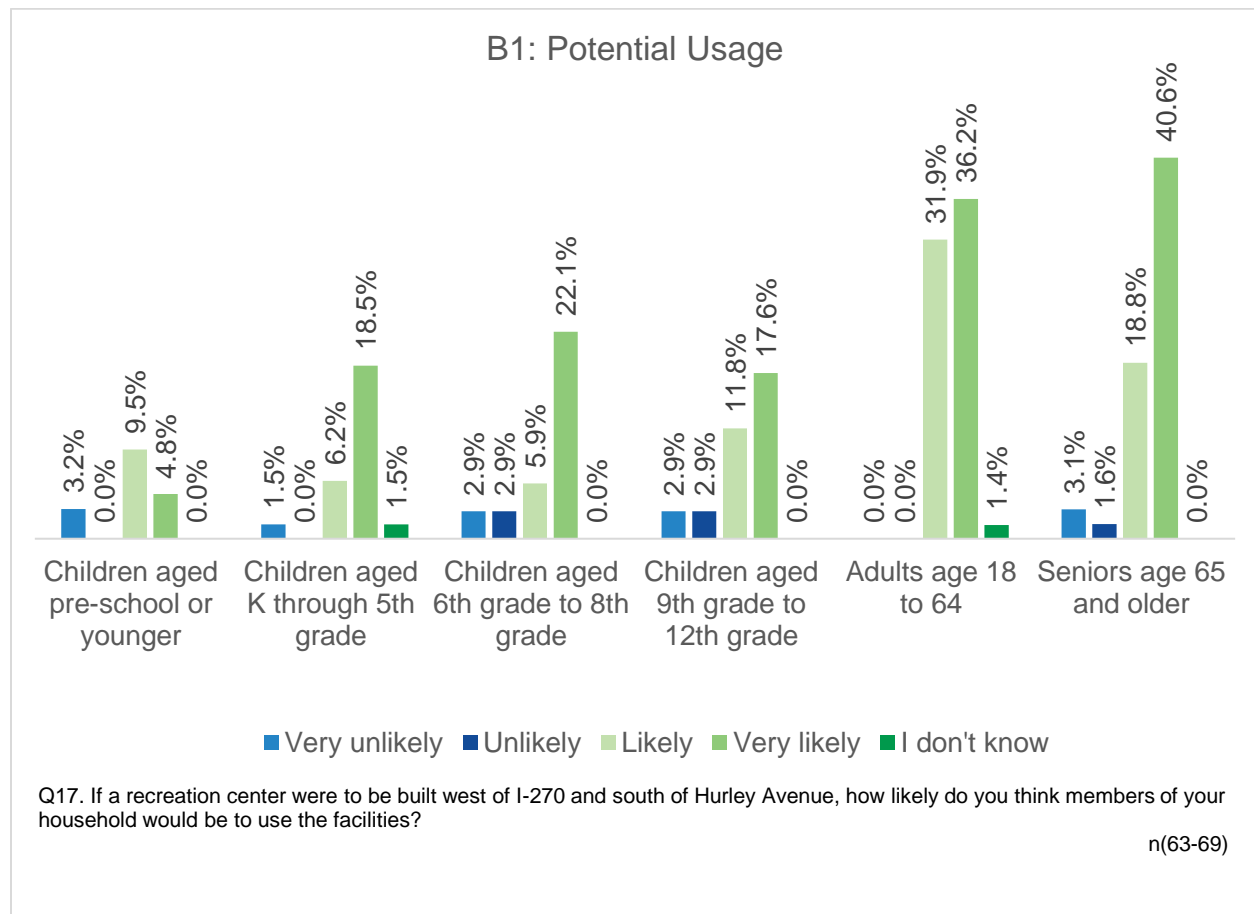


The number of respondents (n(xx)) who indicated that they prefer the community recreation center in a particular zone and responded to the applicable survey question (Q16) is provided for each zone. The overall number of respondents who answered this question is 390, which is shown as n(390).

Potential Use of a Community Recreation Center

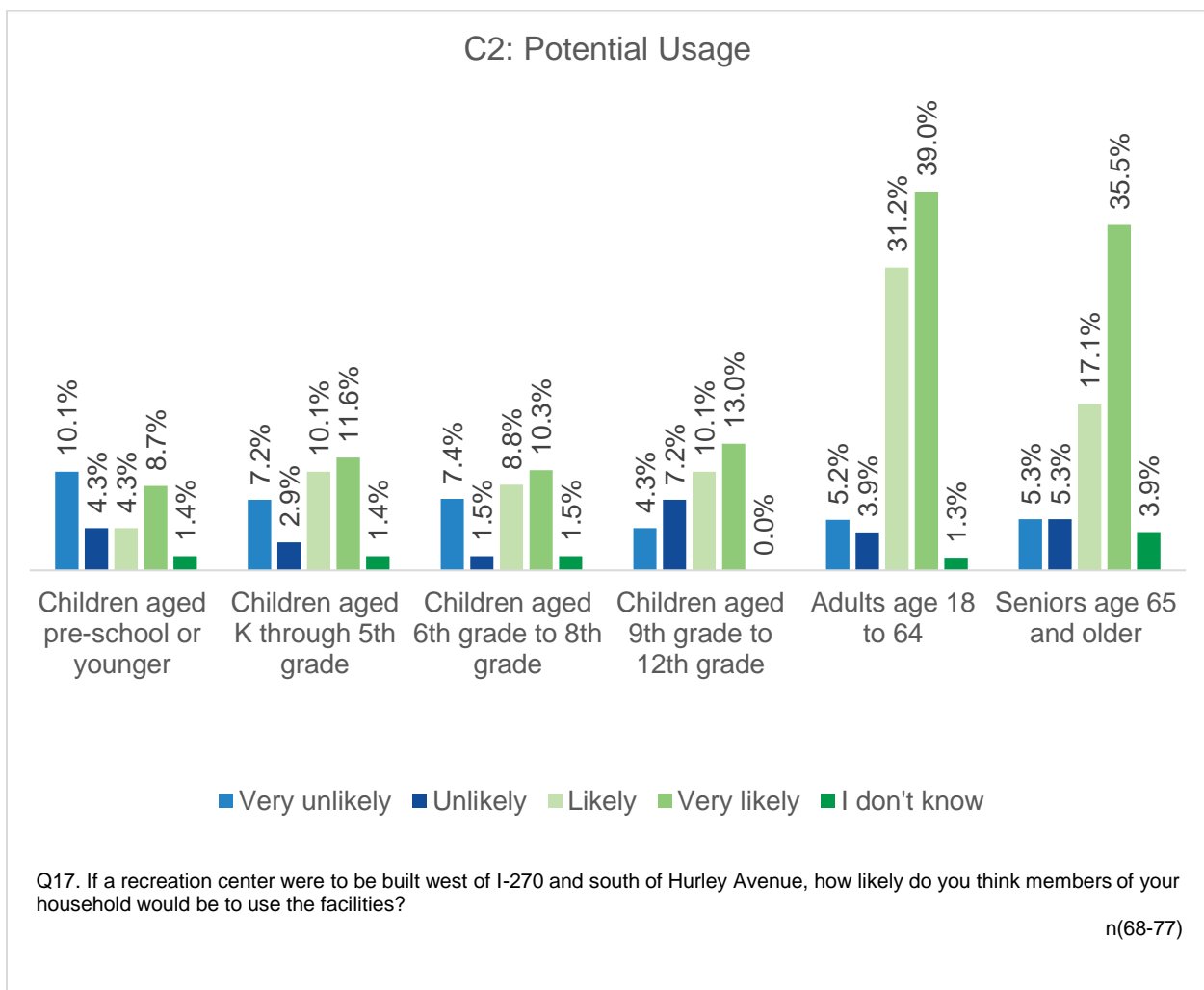
Across the top three preferred zones, a greater proportion of proponents said it would be *likely* or *very likely* that they themselves or a family member over the age of 18 would use a community center in the zone they chose. Of those who chose zone B1, more respondents or their family members between ages of 18 to 64, or age 65 or older, are *very likely* to use a recreation center in that zone (36.2% and 40.6%, respectively) (Figure 20). Children most likely to use the facility are aged between K to 8th grade with over one-quarter (28.0%) indicating that children aged 6th to 8th grade are *likely* (5.9%) or *very likely* (22.1%) to use it. Less than 15% (14.3%) of children aged preschool or younger are *likely* (9.5%) or *very likely* (4.8%) to use a center in zone B1.

Figure 20. Likelihood of respondents and respondent's family members using a recreation center in zone B1.



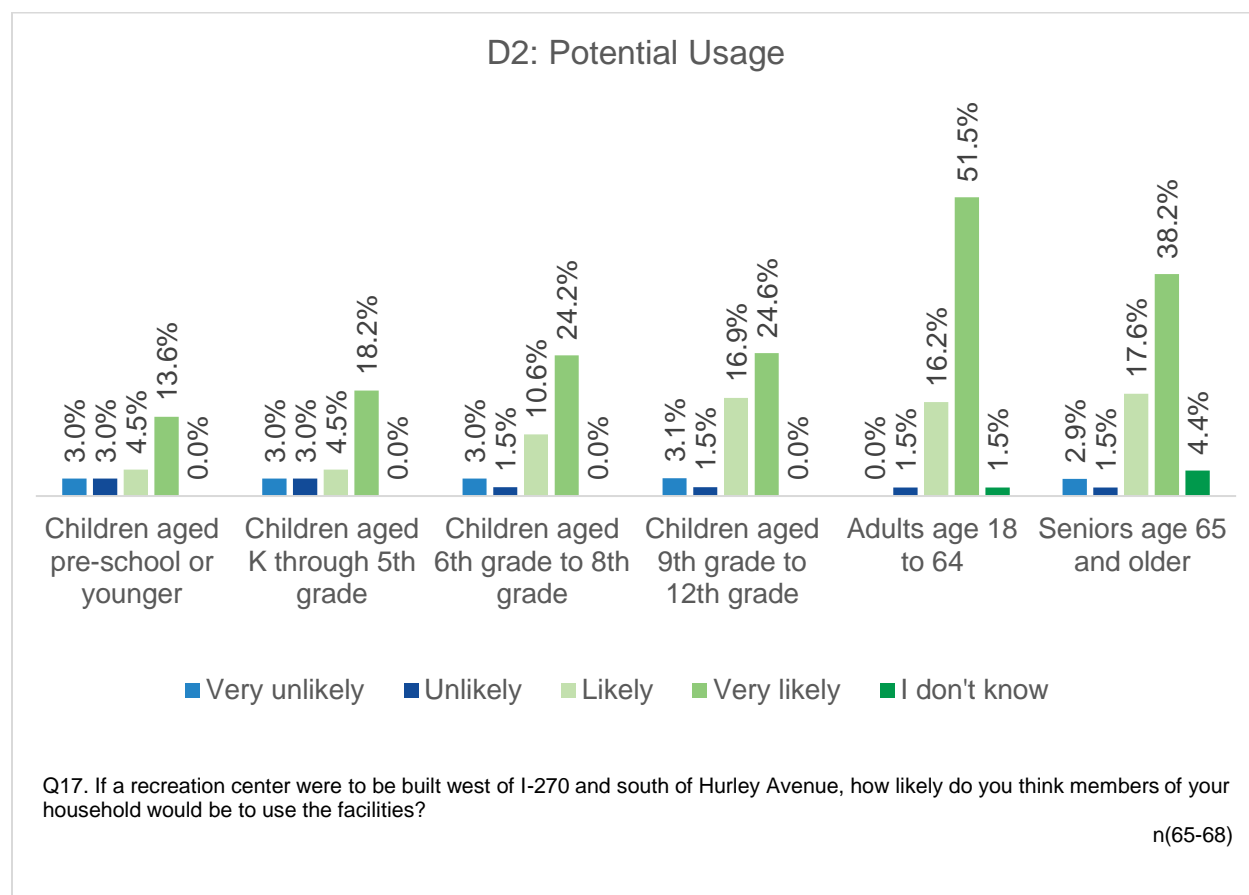
Similarly, over two-thirds (70.2%) of proponents of zone C2 indicated that they or an adult family member between the ages of 18 and 64 are *likely* (31.2%) or *very likely* (39.0%) to use a community recreation center in this zone, and over half (52.6%) believe that adults age 65 or older are *likely* (17.1%) or *very likely* (35.5%) to use a facility (Figure 21). Respondents are fairly split on the likelihood of preschool aged children or younger using a facility; 14.4% of respondents marked that children of these ages are *unlikely* (4.3%) or *very unlikely* (10.1%) to use a recreation center in zone C2 compared to 13.0% of those who chose *likely* (4.3%) or *very likely* (8.7%). A slightly greater proportion of respondents stated that children between the ages of K through 12th grade are *likely* or *very likely* to use a facility in this zone compared to those who chose *unlikely* or *very unlikely*.

Figure 21. Likelihood of respondents and respondent's family members using a recreation center in zone C2.



More than half (51.5%) of respondents who favor zone D2 as the site for a community recreation center said that family members age 18 to 64 are *very likely* to use the center. Over one-third of senior citizens (38.2%) are also *very likely* to use a facility in this area. The likelihood of children using a center increases with age, with one-quarter (24.6%) aged 9th through 12th grade *very likely* to use the center (Figure 22).

Figure 22. Likelihood of respondents and respondent's family members using a recreation center in zone D2.



Discussion

Survey results indicate moderate support (28% strongly support, 39% support) for a new community recreation center west of I-270 and south of Hurley Avenue. A new center is not a high priority, however, as nearly half of respondents indicated that it was a low priority. Higher priorities include more natural areas or green spaces, as indicated by nearly half of respondents, or improving existing park and recreation facilities.

Of the three most popular zones selected by respondents, supporters generally lived close to their selected zone. All three of these zones are considered highly convenient in general or convenient for classes, suggesting that easy access to a potential new center was the driving factor. An important

exception, however, is zone D2, location of Potomac Woods Park. Unlike the other two most popular zones, supporters for building a center in this zone were largely spread throughout the area. Most opposition to building a new community recreation center came from this zone, reflecting the views shared at the two Community Meetings noted earlier.

The most popular zone, C2, is centrally located and supporters indicated moderate enthusiasm for the potential new center. It is important to note that the former Giant grocery store in Rockshire Village Center is located in C2. This specific structure was frequently named as a suitable site for a community center during the Community Meetings. The second most popular zone, B1, had the highest level of enthusiasm. The third most popular zone was D2, location of Potomac Woods Park.

Across all three of the most popular zones, respondents preferred a large community recreation center, with many amenities. The most popular amenities involve supporting an active lifestyle, specifically a fitness or wellness center, indoor tracks for walking or jogging, and a senior center. All three shared the same perceived benefit of being very convenient, and likewise they shared the same primary concerns: traffic and lack of parking.

Respondents indicated that the potential center would largely be utilized by adults, seniors, and to a lesser extent, school-aged children. Given that the demographics of the sample indicated that nearly two-thirds of respondents did not have a child under the age of 18 living in the household and that the majority were of the Baby Boomer Generation, it makes sense that potential users of a new center would be adults or seniors. Of the three zones, B1 had the greatest amount of school-aged children as likely or very likely users. It is unclear whether a new community recreation center would drive new members, or whether it would pull members from existing centers.

Conclusions

Generally, residents living west of I-270 and south of Hurley Avenue support the development of a community center in this area. Spatial benefits, such as convenience, associated with having a facility in west Rockville appear to be strong drivers of support. Residents identified in particular the central region of west Rockville as a possible location, including where Wootton Parkway and Falls Road intersect and encompassing Orchard Ridge Park. Other possible regions to consider are northwest and southeast areas of the survey region; however, given the strong opposition to a new center from residents in the southeast area, it is suggested that, if the city decides to proceed, the other two locations should be considered. However, it is also worth noting that many respondents indicated that, when compared against a limited number of other concerns relating to recreation spaces in west Rockville, the development of additional community recreation centers is not a high priority for the City of Rockville.

The perspectives presented herein only consider those of residents. It is important to note that many other factors may determine or impact the decision on whether to build a community recreation center, its location, and amenities. The next steps of research should further explore potential sites within these preferred regions, including an in-depth investigation to evaluate the feasibility of building within these zones. Special attention should be given to traffic and parking considerations when determining a location's feasibility. Additional research as to whether a new center would convert community members who did not use recreation centers into users can also be explored to determine likely return on investment. As this research shows that the likelihood of using

a facility is seemingly location-dependent and varies across age groups, future studies should more thoroughly assess community needs and desired amenities.

Appendix A. Methodology of Phase 1: Information Needs Research and Initial Exploration

The Information Needs Research/ Initial Exploration phase involved hosting community meetings and conducting text analysis of comments from city residents to understand public opinions and viewpoints on this specific issue. Data gathered from these sources were also used to inform development of the survey instrument administered during the Evaluation phase.

Community Meetings

As a key part of this initial exploration, EurekaFacts worked with the City of Rockville to hold two community meetings. The first was held at Richie Park Elementary School on Wednesday, October 18th, 2017, from 6:30 – 8:30 pm. The second was held at Fallsmead Elementary School on Thursday, October 19th, 2017, from 6:30 – 8:30 pm. Residents and businesses located in the affected neighborhoods were informed and invited through channels such as the Rockville Report and Rockville Listserv.

Design and Instrument

The community meetings followed a semi-structured approach using a facilitator guide to explore general opinions, barriers, concerns, and positive aspects regarding the potential community center.

The facilitator guide explored the following topics:

- Defining the community;
- Examination of existing community recreation centers;
- Benefits and drawbacks to having a recreation center in the community;
- Possible locations for the new community recreation center; and
- Preferences regarding amenities in the recreation center.

Due to unique circumstances, the Ritchie Park Elementary School meeting on Wednesday used an abridged version of the instrument. Modifications to the facilitator guide were made in response to the first meeting and implemented during the second meeting. The modifications included a redesign of the area map that eliminated any suggestion regarding the possible location of the community recreation center.

Participants were asked to form groups to facilitate smaller conversations in response to facilitator topic questions rather than engage in one large group discussion. The facilitator prompted questions pertaining to the aforementioned topic areas and instructed the groups to write down ideas or responses on a notecard. The notecards from each discussion group were collected at the end of the meeting. The EurekaFacts research team also took notes on general discussions during the meetings.

Sample

The first community meeting had an estimated 100 residents, while the second community meeting had fewer than 25 .

Analysis

Group discussion notecards and EurekaFacts' notes were combined to complete the analysis of resident responses and opinions. Comments were thoroughly reviewed and summarized.

Text Analysis of Comments and Feedback

To ensure that the opinions of as many community members as possible were captured, comments regarding the community center also were collected from the Rockville Listserv and Potomac Woods Citizen Association group on the BigTent Listserv and analyzed. There was also an email address provided in all City of Rockville communications pertaining to the community center for community members to send comments and concerns. These comments were included in the analysis.

Design and Sample

Comments referencing a community recreation center and the City of Rockville were pulled from the PWCA BigTent Listserv and the Rockville Listserv from October 2017 to January 2018. Email communications between Rockville residents and the City of Rockville Department of Recreation and Parks that reference the community center were also collected. Approximately seven separate email communications and four discussions on the listservs were included in the text analysis.

Analysis

Similar to the analysis conducted on the data obtained from community meetings, listserv comments and email communication were compiled and aggregated to create a summary of respondent opinions and concerns.

Appendix B. Results of Phase 1: Information Needs Research and Initial Exploration

Findings from Community Meetings

The findings highlight the views of the City of Rockville's residents who attended the two community meetings on October 18th and 19th. Residents shared their opinions regarding development of a new community recreation center, as well as potential locations of the center and desired amenities/features.

The views and opinions of residents at each meeting were similar. Overall, opposition to placement of a community recreation center in Potomac Woods Park was prevalent. Specifically, residents voiced concern over the lack of infrastructure at the Potomac Woods Park location to support the increase in traffic, the potential for unknown persons from outside the community coming into the neighborhood, increased noise, the loss of walking paths, and possible environmental and aesthetic consequences. Also of note was the sentiment that existing facilities sufficiently meet the community's needs and that building a new community recreation center was not a high enough priority for the city, particularly considering the financial costs.

Conversely, some participants were favorable of a new community center, citing access to spaces for the community in their neighborhood, as opposed to using facilities meant for other neighborhoods. Participants also noted the benefits of having greater access to activities which would be easier and safer for children to travel to by foot or bicycle, as they would not have to cross any major roads.

Of those who favored a new community recreation center west of I-270, preferred amenities included community spaces such as meeting rooms, cooking classes, and craft spaces; indoor recreational activities, such as exercise equipment, indoor gyms, turf areas, pools or saunas, and a climbing wall; specialty programs and activities geared to residents of all ages; and green spaces with walking paths, wooded areas, and places designed to preserve native species. There was also expressed interest in a community recreation center built in a way that leads to zero emissions, zero run-off, and could be solar-platinum LEED certified.

Attendees of both meetings focused on the same primary area for a potential new community recreation center: the Wootton's Park area, potentially off Wootton Parkway or Hurley Avenue. Participants noted that this area is accessible by a main road and thus would not have the same negative impacts from increased traffic or parking challenges that a new facility in the Potomac Woods Park area may bring. Specifically, within this area, many participants suggested the old Giant grocery store in Rockshire Village Center as a new center. Should Potomac Woods Park be considered for a new facility, a few participants strongly recommended that the facility should be accessible from Seven Locks Road.

The information gleaned from these meetings was extremely useful for development of the subsequent survey instrument. For one, the community meeting discussions illustrated the need for the survey instrument to clearly differentiate between general support or opposition to a community recreation center west of I-270 versus community sentiment toward a facility in a specific location. As such, any maps to facilitate decisions regarding placement of a new facility must be as neutral as

possible in presentation and not suggest specific locations. The results also showed that certain concerns may be location-dependent. For instance, there may be opposition to a large multifunction facility in a location, but it may be more appropriate to develop a smaller community recreation center in that area. Thus, the survey instrument aimed to clearly define the type of facility and measure the appropriateness of a particular type of facility at possible locations. The results from the community discussion also helped identify crucial topics to include in the instrument that may affect community opinion of a new community recreation center, such as individual use and perception of existing facilities, and opinion on city funding priorities.

Text Analysis of Comments and Feedback

Many opinions and concerns highlighted in the community meetings were echoed in communications with the City of Rockville and on the Rockville and BigTent Listservs.

The majority of discussions and communications centered around development of a community recreation center in the Potomac Woods Park neighborhood, with most participants voicing opposition to building there. Traffic concerns were a commonly cited concern; most notably, residents feared danger from increased traffic and potential for speeding. Additionally, participants referenced traffic congestion and accessibility issues due to a lack of major roads for entry and exit points. In the same vein, others commented that accessibility determined their level of support for a rec center. While they oppose a recreation center in Potomac Woods Park if it was accessible from Stratton Drive, they would support a center if it was accessible from a major thoroughfare such as Seven Locks Road. Reference was also made to the location of the Potomac Woods Park neighborhood. One resident mentioned that, as it would be located on the southern edge of the City, the center would not be readily accessible to or utilized by City of Rockville residents. The potential negative impact on the environment and native species, noise, and degradation of historic value were also cited as concerns of building a community recreation center in the Potomac Woods Park location.

Comments and communication on this topic also revealed general opposition to building a community recreation center in west Rockville. Residents noted that existing infrastructure, such as other community centers, meeting halls, and local churches, already sufficiently meet the community's needs. Furthermore, building a new recreation center is a low priority for city spending.

In the minority were those who supported the addition of a community recreation center. As previously mentioned, some residents were open to a community center depending on traffic considerations. It was also mentioned that the addition would be justified if the demand for a center warrants it.

There were suggestions on location and type of community center, if it were determined that one should be built. Residents shared that any community center should be close to and accessible from a major road to accommodate traffic flow. Additionally, it was voiced that a center should be more centralized to be accessible to and utilized by Rockville residents and to discourage people from outside of the City to use it. The area around Rockville Town Square was also mentioned as a potential site for a full-service community recreation center as this area is underserved and not near any existing larger community centers.

Appendix C. Participant Profile and Characteristics

Table C1. Demographic information

		Count	Column N %
How long have you lived in the City of Rockville?	Less than one year	13	2.1%
	1 to 5 years	59	9.4%
	6 to 10 years	73	11.7%
	11 or more years	481	76.8%
	Total	626	100.0%
What is your gender?	Female	279	44.9%
	Male	313	50.4%
	Other	1	.2%
	Prefer not to answer	28	4.5%
	Total	621	100.0%
Generational Cohort	Greatest	6	.9%
	Silent	114	18.0%
	Boomers	280	44.3%
	X	209	33.1%
	Millennials	23	3.6%
	Z	0	0.0%
	Total	632	100.0%
Please tell us about your household composition. Do you have children under 18 living with you?	Yes	232	37.2%
	No	373	59.9%
	Prefer not to answer	18	2.9%
	Total	623	100.0%
What is the highest level of education that you have completed?	Less than High school	1	.2%
	High school graduate (includes equivalency)	6	1.0%
	Some college	19	3.1%
	Associate's Degree	15	2.4%
	Bachelor's Degree	134	21.6%
	Graduate or Professional Degree	432	69.7%
	Prefer not to answer	13	2.1%
	Total	620	100.0%
Do you consider yourself of Hispanic, Latino, or Spanish origin?	Yes	24	3.9%
	No	544	87.5%
	Prefer not to answer	54	8.7%
	Total	622	100.0%
Which of the following best describes your race? Check all that apply.	White	422	68.1%
	Black or African American	11	1.8%

	American Indian or Alaska Native	0	0.0%
	Asian	82	13.2%
	Native Hawaiian or Other Pacific Islander	4	.6%
	Other	14	2.3%
	Prefer not to answer	87	14.0%
	Total	620	100.0%
Please estimate your household income (income earned by all members living at this address):	Under \$50,000	5	.8%
	\$50,000 - \$59,999	7	1.1%
	\$60,000 - \$74,999	10	1.6%
	\$75,000 - \$99,999	24	3.9%
	\$100,000 - \$124,999	44	7.1%
	\$125,000 - \$149,999	37	6.0%
	\$150,000 - \$199,999	72	11.6%
	\$200,000 or more	168	27.1%
	Prefer not to answer	252	40.7%
	Total	619	100.0%

Appendix D. Supplemental Data

Figure D.1. The number of times the following items were ranked as the top most desired amenity that respondents would like to see in a community center.

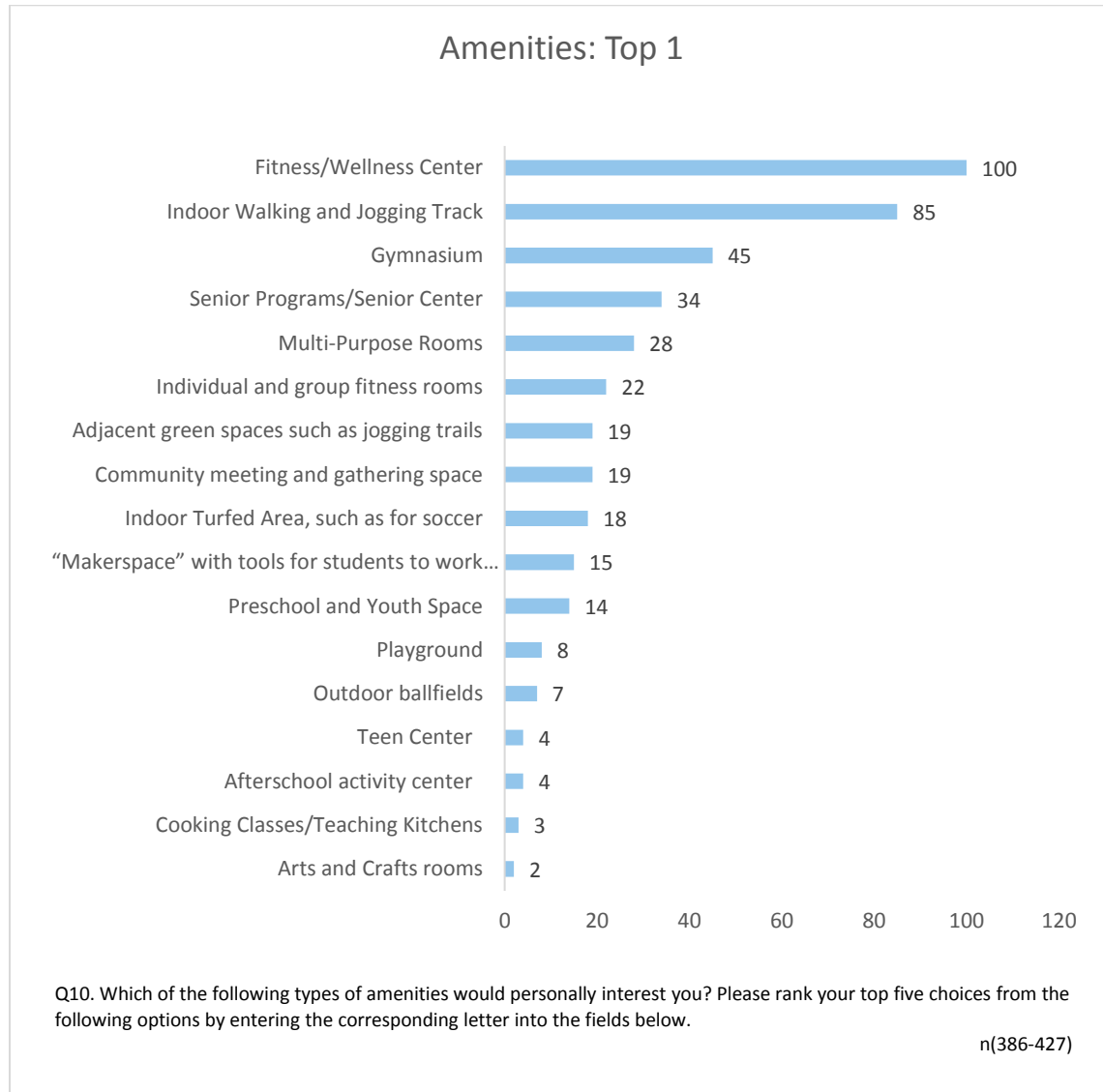


Figure D.2. The number of times the following items were ranked as first or second most preferred amenity that respondents would like to see in a community center.

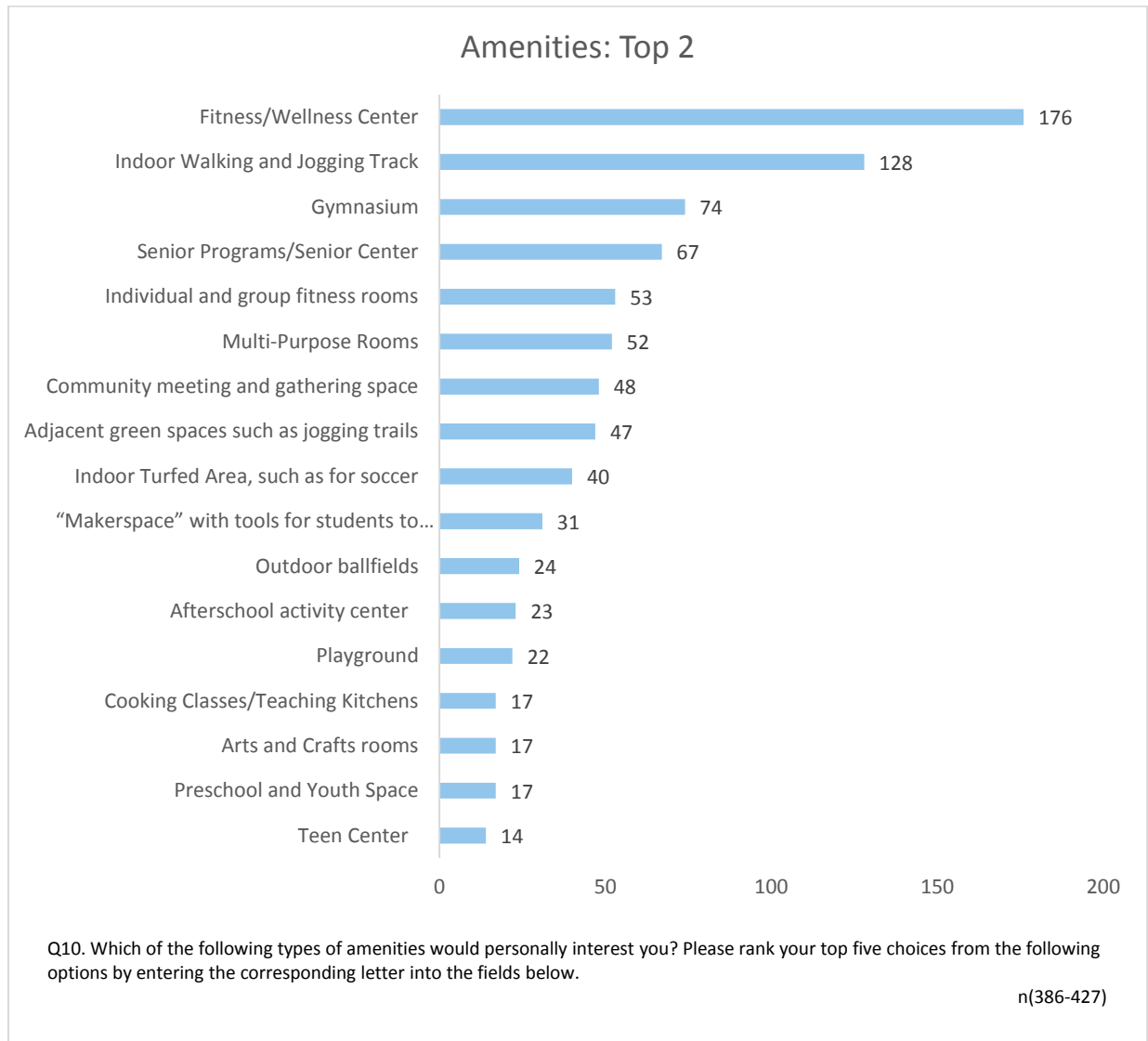
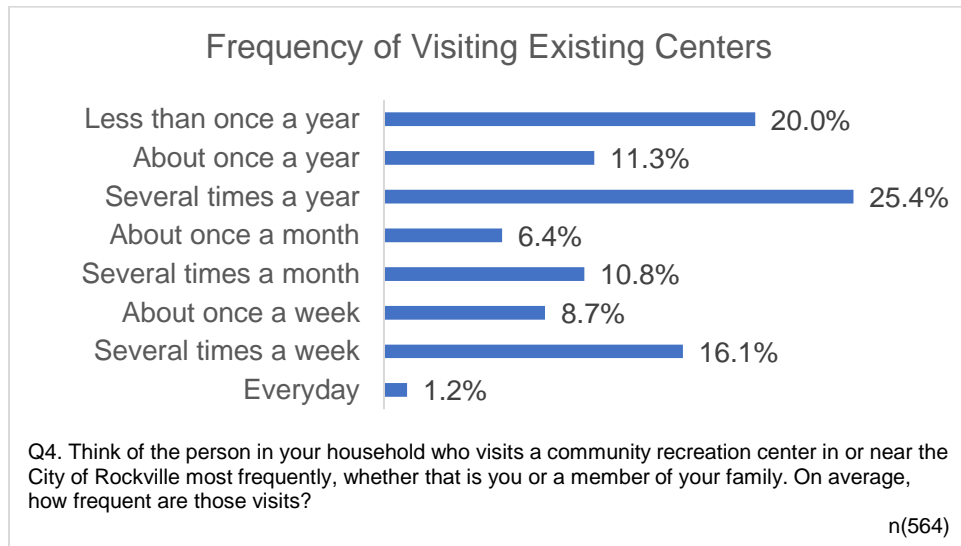
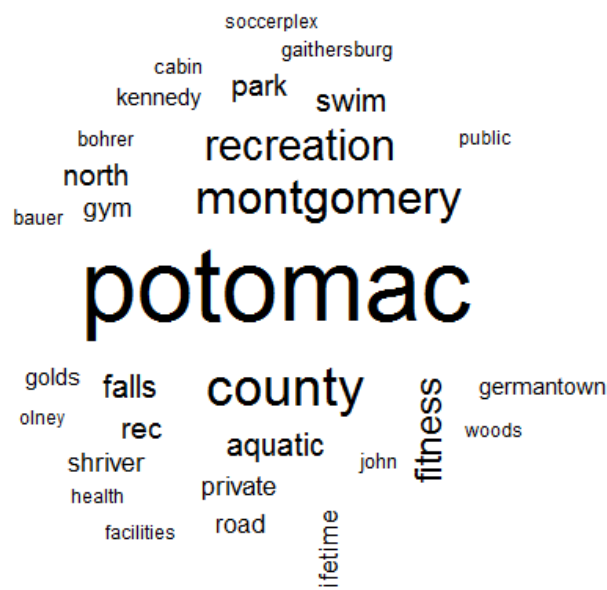


Figure D.3. Frequency of respondents visiting existing community centers in or near the City of Rockville.



When asked which community center in or near the City of Rockville residents or a member of their family had ever visited, respondents specified that community centers other than those listed among the survey options include public facilities such as the Potomac Community Recreation Center and private fitness facilities like LifeTime Fitness. The Potomac Community Recreation Center is located southwest of and outside the designated area where the potential community recreation center considered in this research would be located (Figure D.4).

Figure D.4. Other community recreation centers utilized by respondents or their family members, n(185).



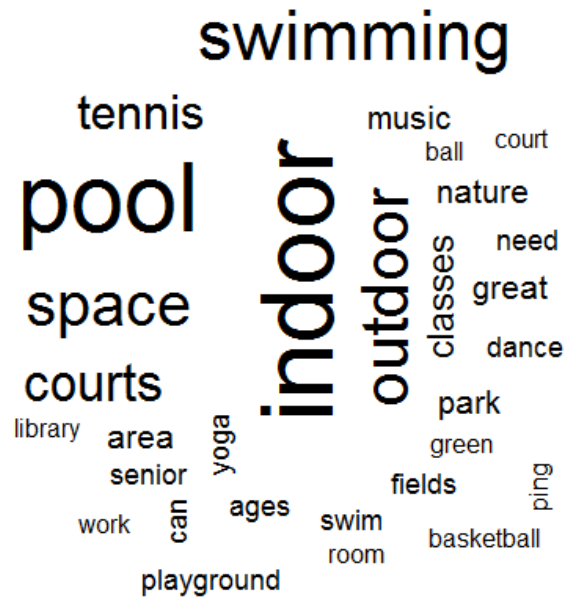
Respondents said that access to general fitness and exercise facilities as well as sporting activities were other interests that the City of Rockville should address when specifically focusing on recreation spaces west of I-270 and south of Hurley Avenue. Some of the responses indicated desire for indoor facilities specifically (Figure D.5). Outdoor exercise options, such as hiking trails and parks, were also mentioned as top interests among respondents.

Figure D.5. Other interest options that are a priority for the city to address, n(186).



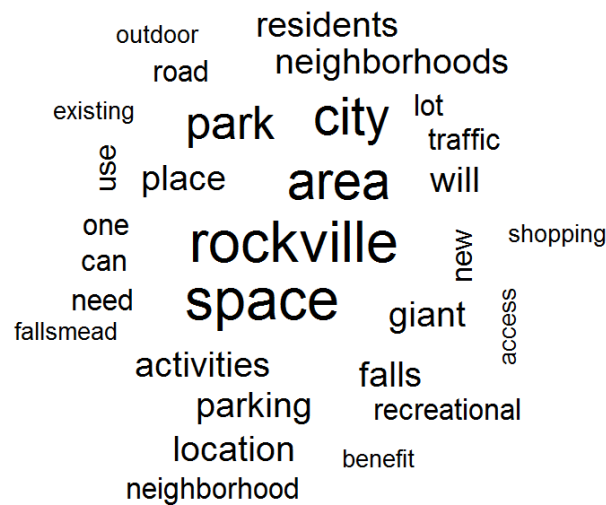
When asked to list other types of amenities that would personally interest them but were not listed in the survey, many respondents mentioned a swimming pool, with some specifying an indoor swimming pool (Figure D.6).

Figure D.6. Other types of amenities that would personally interest respondents n(137).



Respondents specified other primary benefits to having a community recreation center at the location they picked that were not listed as options on the survey. Other primary benefits mentioned include convenience, added value to the neighborhood, and space for exercise activities (Figure D.7). Others took this opportunity to suggest possible sites within their chosen zone, such as the former Giant grocery store in Rockshire Village Center within zone B1.

Figure D.7. Other primary benefits to having a community recreation center at the preferred zone, n(78).



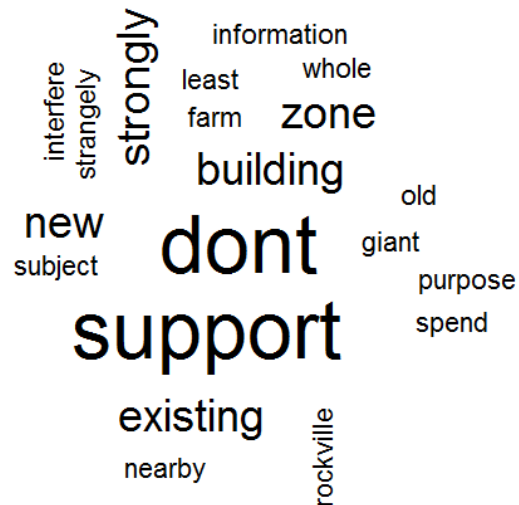
When asked to list other primary drawbacks to having a community recreation center in the zone they chose that were not listed as survey options, respondents commented that cost, taxes, parking, and loss of green space in the area were of concern (Figure D.8).

Figure D.8. Other primary drawbacks to having a community recreation center at the preferred zone, n(65).



Some respondents took the opportunity to write statements about their level of support for a community recreation center in the zone they chose (Figure D.9). Common statements expressed respondents' opposition to a new community recreation center or their interest in improving existing community centers.

Figure D.9. Other statements regarding support for a community recreation center in the zone selected, n(16).



Appendix E. Survey Instrument



City of Rockville, Maryland RESIDENT SURVEY

YOUR OPINION IS NEEDED!

You recently received an invitation to participate in a community survey on behalf of the City of Rockville on whether to develop a new community recreation center in your area. Completing this survey will help us determine if there is support from the community for such a center, and if so, the types of amenities residents would like to have included.

This questionnaire should be completed by an adult (age 18 or older) having the most recent birthday in the household. Your responses will be maintained strictly confidential and will be reported in group form only. Your participation in this survey is voluntary and you may withdraw at any time.

You may complete this survey on paper, online, or through our call center:

- Fill in your answer bubble completely.
- Unless otherwise noted, please choose only one answer for each item.
- Please make every effort to respond to all of the questions in the survey.
- Send the survey back in the pre-addressed, prepaid envelope that has been provided.

If you would prefer to complete the survey online, instead of on paper, please go to: <http://bit.ly/WestRVRec> and enter your unique ID number [abc123].

To complete this survey through our call center, or to request a copy of this survey in Spanish, please contact [1-240-609-3025] during regular business hours (Monday to Friday from 9 a.m.- 6 p.m.).

The survey will take approximately 15 minutes to complete. Please complete this survey by January 30, 2018.

If you have questions or need more information, please visit www.eurekafacts.com/rec-center.

Thank you!

Please disregard if you have already completed this survey.

Note: No decision has been made yet on whether to build a center. This survey serves as an opportunity for residents to provide input on whether there is interest in a community recreation center, and if so, where it should be located and what amenities to include.

Throughout this survey, you will see references to community recreation centers. These centers may be:

- **Large**, with many amenities, such as a multi-purpose room that can be rented for events, activity areas such as indoor game courts or playgrounds, exercise equipment, camps or classes for people of all ages, a kitchenette, and / or green spaces.
- **Small**, with one to two rooms that can be rented for events, or as space for camps or classes for people of all ages.

1. In what year were you born?

2. Have you or a member of your family ever visited a community recreation center in or near the City of Rockville?

- ☐ Yes (**Continue to next question**)
- ☐ No (**Skip to question 5 on page 3**)
- ☐ I don't know (**Skip to question 5 on page 3**)

3. Which community recreation center was it? (Check all that apply).

- ☐ Croydon Creek Nature Center
- ☐ Lincoln Park Community Recreation Center
- ☐ Rockville Senior Center
- ☐ Rockville Swim and Fitness Center
- ☐ Thomas Farm Community Recreation Center
- ☐ Twinbrook Community Recreation Center
- ☐ Other community recreation center (e.g. Montgomery County recreation center, private fitness facility, etc.), please specify: _____

4. Think of the person in your household who visits a community recreation center in or near the City of Rockville most frequently, whether that is you or a member of your family. On average, how frequent are those visits?

- ☐ Everyday
- ☐ Several times a week
- ☐ About once a week
- ☐ Several times a month
- ☐ About once a month
- ☐ Several times a year
- ☐ About once a year
- ☐ Less than once a year

5. Thinking specifically about recreation spaces in Rockville **west of I-270 and south of Hurley Avenue**, to what extent are the following options a **priority** for the City to address?

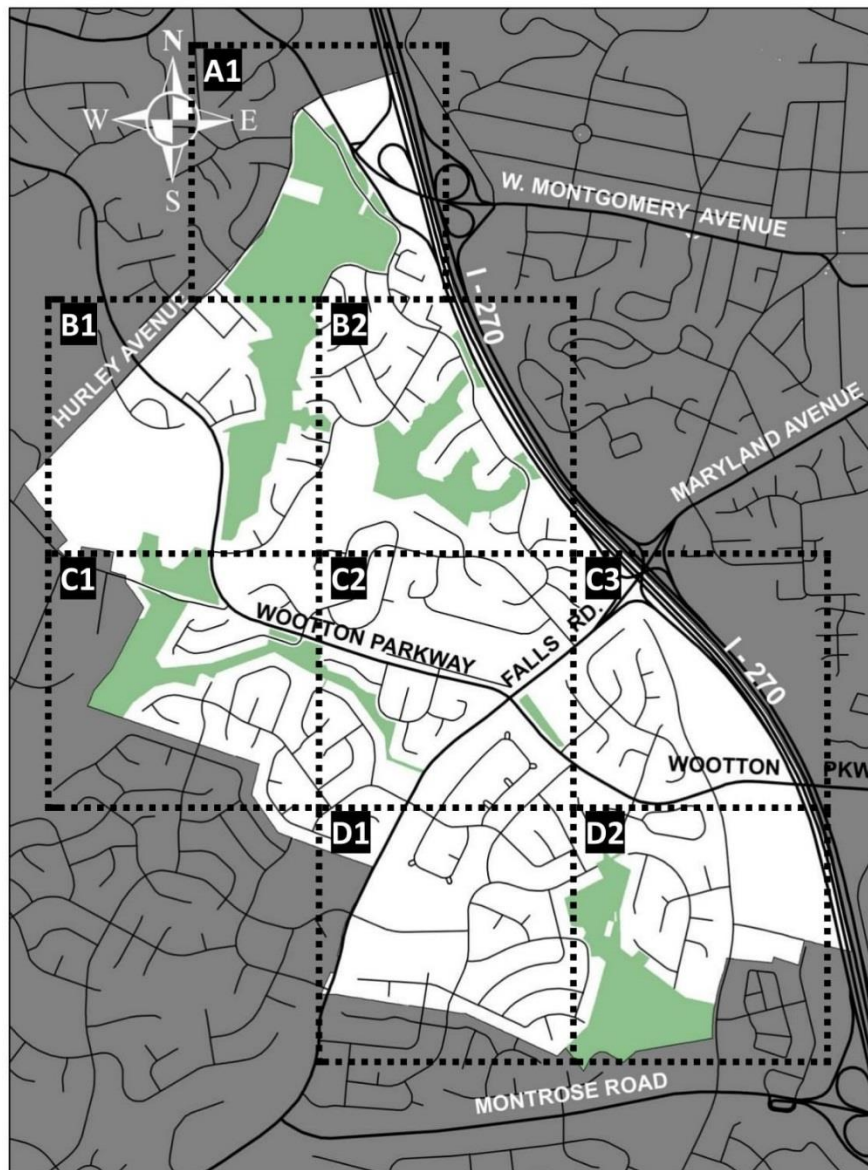
- | | | | |
|---|---------------------------|------------------------------|----------------------------|
| A. Improvement to existing park and recreation facilities | <input type="radio"/> Low | <input type="radio"/> Medium | <input type="radio"/> High |
| B. Additional community recreation centers | <input type="radio"/> Low | <input type="radio"/> Medium | <input type="radio"/> High |
| C. Greater access to facilities for outdoor sports (e.g., soccer, baseball, basketball) | <input type="radio"/> Low | <input type="radio"/> Medium | <input type="radio"/> High |
| D. Greater access to organized youth sports leagues | <input type="radio"/> Low | <input type="radio"/> Medium | <input type="radio"/> High |
| E. Greater access to organized adult sports leagues | <input type="radio"/> Low | <input type="radio"/> Medium | <input type="radio"/> High |
| F. More natural areas (e.g., green spaces) | <input type="radio"/> Low | <input type="radio"/> Medium | <input type="radio"/> High |
| G. Access to community gathering places | <input type="radio"/> Low | <input type="radio"/> Medium | <input type="radio"/> High |
| H. More places for multicultural activities and celebrations | <input type="radio"/> Low | <input type="radio"/> Medium | <input type="radio"/> High |

6. Please list any other interests you have that were not options in the previous question.

7. Which of the following statements most closely matches your level of opposition or support for a community recreation center in the area of Rockville **west of I-270 and south of Hurley Avenue**?

- ☐ I strongly support a community recreation center in this area **(Continue to page 4)**
- ☐ I support a community recreation center in this area **(Continue to page 4)**
- ☐ I oppose a community recreation center in this area **(Skip to page 9)**
- ☐ I strongly oppose a community recreation center in this area **(Skip to page 9)**

8. The area map has been divided into 8 zones enclosed in the dotted lines and labeled in the top left corner. Only the white or green areas (indicating parks) are eligible for the location of the potential community recreation center. Please fill in the circle next to the label corresponding to the zone you would prefer to have the potential community recreation center located.

☐ A1☐ B1☐ C1☐ D1☐ B2☐ C2☐ D2☐ C3☐ No preference

9. What type of community recreation center do you think is most appropriate for the zone you selected in the previous question?

- **Large**, with many amenities, such as a multi-purpose room that can be rented for events, activity areas such as indoor game courts or playgrounds, exercise equipment, camps or classes for people of all ages, a kitchenette, and / or green spaces.
- **Small**, with one to two rooms that can be rented for events, such as for camps or classes for people of all ages.

10. Which of the following types of amenities would personally interest you?

*Please choose your top **five** choices from the following options by writing the letter corresponding to the desired amenity into the lined spaces on the right.*

- A. Indoor Walking and Jogging Track
- B. Gymnasium _____
- C. Fitness/Wellness Center _____
- D. Individual and group fitness rooms _____
- E. Multi-Purpose Rooms _____
- F. Indoor Turfed Area, such as for soccer _____
- G. Outdoor ballfields _____
- H. Community meeting and gathering space _____
- I. Playground _____
- J. Senior Programs/Senior Center _____
- K. Preschool and Youth Space
- L. Afterschool activity center
- M. Teen Center
- N. Arts and Crafts rooms
- O. Cooking Classes/Teaching Kitchens
- P. "Makerspace" with tools for students to work on robotics, crafts, or other skills
- Q. Adjacent green spaces such as jogging trails

11. Please list any other types of amenities that would personally interest you but were not listed in the previous question.

12. How much do you agree that the following items are benefits to having a community recreation center in the zone you selected? Please select a response for each of the potential benefits.

This location is convenient	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
I can walk or ride my bike there	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
This is a community recreation center for our neighborhood	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
Children do not have to cross a dangerous road to access it	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
Access to summer and/or afterschool activities for kids	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
Convenient location for taking classes	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
Access to a meeting space	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
Access to local recreational options	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
Place to meet my neighbors	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
Access to senior activities	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
Location to vote	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree

13. Is there another primary **benefit** to having a community recreation center at this location that was not listed as an option in the previous question? If so, please list it here.

14. How much do you agree that the following items are **drawbacks** to having a community recreation center in this zone? Please select a response for each of the potential drawbacks.

Traffic	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
Lack of parking	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
Noise	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
People from outside of the neighborhood coming to use facility	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree
Environmental considerations	<input type="radio"/> N/A	<input type="radio"/> Disagree	<input type="radio"/> Neutral	<input type="radio"/> Agree

15. Is there another primary **drawback** to having a community recreation center at this location that was not listed as an option in the previous question? If so, please list it here.

16. Which of the following statements most closely matches your level of support for a community recreation center ***in the zone you selected?***

- ☐ I slightly support a community recreation center in this zone
- ☐ I support a community recreation center in this zone
- ☐ I strongly support a community recreation center in this zone
- ☐ Other, please specify _____

17. If a recreation center were to be built west of I-270 and south of Hurley Avenue, how likely do you think members of your household would be to use the facilities?

Children aged pre-school or younger	<input type="radio"/> N/A	<input type="radio"/> Very unlikely	<input type="radio"/> Unlikely	<input type="radio"/> Likely	<input type="radio"/> Very Likely	<input type="radio"/> I don't know
Children aged K through 5th grade	<input type="radio"/> N/A	<input type="radio"/> Very unlikely	<input type="radio"/> Unlikely	<input type="radio"/> Likely	<input type="radio"/> Very Likely	<input type="radio"/> I don't know
Children aged 6th grade to 8th grade	<input type="radio"/> N/A	<input type="radio"/> Very unlikely	<input type="radio"/> Unlikely	<input type="radio"/> Likely	<input type="radio"/> Very Likely	<input type="radio"/> I don't know
Children aged 9th grade to 12th grade	<input type="radio"/> N/A	<input type="radio"/> Very unlikely	<input type="radio"/> Unlikely	<input type="radio"/> Likely	<input type="radio"/> Very Likely	<input type="radio"/> I don't know
Adults aged 18 to 64	<input type="radio"/> N/A	<input type="radio"/> Very unlikely	<input type="radio"/> Unlikely	<input type="radio"/> Likely	<input type="radio"/> Very Likely	<input type="radio"/> I don't know
Seniors aged 65 and older	<input type="radio"/> N/A	<input type="radio"/> Very unlikely	<input type="radio"/> Unlikely	<input type="radio"/> Likely	<input type="radio"/> Very Likely	<input type="radio"/> I don't know

The following questions are optional, and the information will be deleted after the results have been finalized, but the information would be helpful for the purposes of data analysis.

18.

How long you have lived in the City of Rockville?

- ☐ Less than one year
- ☐ 1 to 5 years
- ☐ 6 to 10 years
- ☐ 11 or more years

19. What is your gender?

- ☐ Female
- ☐ Male
- ☐ Other
- ☐ Prefer not to answer

20. Please tell us about your household composition. Do you have children under 18 living with you?

- ☐ Yes **(Continue to next question)**
- ☐ No **(Skip to question 22.)**
- ☐ Prefer not to answer **(Skip to question 22)**

21. How many children under 18 in each of the age categories live in your household?

- ___ Pre-school or younger
- ___ Elementary school (k through 5th grade)
- ___ Middle school (6th grade to 8th grade)
- ___ High school (9th grade to 12th grade)

22. How many adults (including yourself) in each of the age categories live in your household?

- ___ 19-24
- ___ 25-34
- ___ 35-44
- ___ 45-54
- ___ 55-64
- ___ 65+

23. What is the highest level of education that you have completed?
- ☐ Less than High School
 - ☐ High School graduate (includes equivalency)
 - ☐ Some college
 - ☐ Associate's Degree
 - ☐ Bachelor's Degree
 - ☐ Graduate or professional degree
 - ☐ Prefer not to answer
24. Do you consider yourself of Hispanic, Latino, or Spanish origin?
- ☐ Yes
 - ☐ No
 - ☐ Prefer not to answer
25. Which of the following best describes your race? Check all that apply.
- ☐ White
 - ☐ Black or African American
 - ☐ American Indian or Alaska Native
 - ☐ Asian
 - ☐ Native Hawaiian or Other Pacific Islander
 - ☐ Other
 - ☐ Prefer not to answer
26. Please estimate your annual household income before taxes for 2017 (income earned by all members living at this address):
- ☐ Under \$50,000
 - ☐ \$50,000 - \$59,999
 - ☐ \$60,000 - \$74,999
 - ☐ \$75,000 - \$99,999
 - ☐ \$100,000 - \$124,999
 - ☐ \$125,000 - \$149,999
 - ☐ \$150,000 - \$199,999
 - ☐ \$200,000 or more
 - ☐ Prefer not to answer

